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In Three Parts—Part 1

# ELECTRIC REFRIGERATION NEWS

Registered U. S. Patent Office.

The business newspaper of the refrigeration industry

ISSUED EVERY TWO WEEKS
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DETROIT, MICHIGAN, SEPTEMBER 10, 1930

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## EXECUTIVES INVITED TO DISCUSS METHODS AT DETROIT MEETING

### Selling Refrigeration Will Be Theme of A. S. R. E. Session

**Detroit, Mich.**—A meeting which should prove a landmark in refrigeration history, has been planned by the Detroit Section of the American Society of Refrigerating Engineers for the evening of Monday, October 6th. The general subject of "Selling Refrigeration" has been adopted as the theme of the session, and executives representing the various branches of the industry have been invited to speak.

George W. Mason, president of the Kelvinator Corporation, has consented to preside and those on the list of invited speakers are: E. G. Biechler, president of Frigidaire; T. K. Quinn, manager of the electric refrigeration department of General Electric; Charles C. Small, president of the American Ice Company; Col. Frank E. Smith, president of Servel, Inc.; Harry D. Edwards, president of the American Society of Refrigerating Engineers; W. S. Shipley, president of the York Ice Machine Company; D. N. Benedict, president of Frick Co.; Louis Ruthenburg, President of Copeland Products, Inc.; Walter Seeger, president of Seeger Refrigerator Company; Carl D. Taylor, manager of the refrigeration department, Westinghouse Electric and Manufacturing Company; H. W. Norvell, president of the City Ice and Fuel Company of Cleveland; H. W. Burritt, vice-president in charge of sales, Kelvinator Corporation; W. S. Carrier, president of the Carrier Engineering Company; R. H. Switzler, president St. Louis Ice and Cold Storage Company; George Cusack, sales manager of Dry Ice Corporation; and Martin Insull, president of the Middle West Utilities Company.

Tentative subjects have been assigned to various speakers, but the invitations to speak make it plain that these subjects are to be considered merely as suggestions. They cover practically every phase of the general subject of Selling Refrigeration, and will give the distinguished guests an opportunity to impart views and opinions that will be of great benefit to the whole industry.

Following its regular policy, the Detroit Section will make the meeting an open session, to which all refrigeration men are invited. Arrangements have been made to hold the meeting, which will be preceded by a dinner, at the Hotel Statler, where there will be plenty of room for all who wish to attend.

The second fall meeting of the Detroit Section will be held on November 3rd, and the subject selected was "Low Temperature Refrigeration." F. M. Cockrell, publisher of ELECTRIC REFRIGERATION NEWS, will be chairman of the meeting.

Glenn Muffly, of Copeland Products, Inc., who is president of the Detroit Section, presided at the committee meeting, at which the plans for the remainder of the year were made. It is probable that the last meeting of the year, in December, will include some form of entertainment, and the necessary business session will be brief.

## G. E. HOLDS CONFERENCE ON APARTMENT PROBLEMS

**Schenectady, N. Y.**—Sixty managers of apartment house divisions of General Electric refrigerator distributorships attended the fall conference staged here August 28-29, under the direction of J. J. Donovan, apartment house division manager for the electric refrigeration department, General Electric Company.

Plans for fall and winter activity of the apartment house division were worked out in detail at the gathering.

"The trend in apartment house refrigerating equipment purchasing today is to consider refrigeration cost on a per year basis," Mr. Donovan said in addressing the conference. "That is the correct method of appraisal inasmuch as the entire apartment house financial structure is based on a per year return. The selection of equipment for apartment houses is being made on investment. This apparently is in contrast to the practice of several years ago when apartment construction proceeded largely on a speculative basis.

"The apartment market is one in which we should achieve great sales leadership, and if we can represent our refrigerator to our prospects as well as it represents itself to our users, we shall come close to our goal."

Much time was spent by those attending the conference in going through the factories and watching the operations.

## *Oil Burners Next*

**THE tie-up between refrigerators and oil burners will be the theme of the pink section or Buyers' Guide, which will be a part of the September 24th issue. All over the country distributors and dealers may be found who are handling both oil burners and refrigerators. A number of them will tell of their experiences and methods in the next pink section, and there also will be expressions of opinion from manufacturers of both products.**

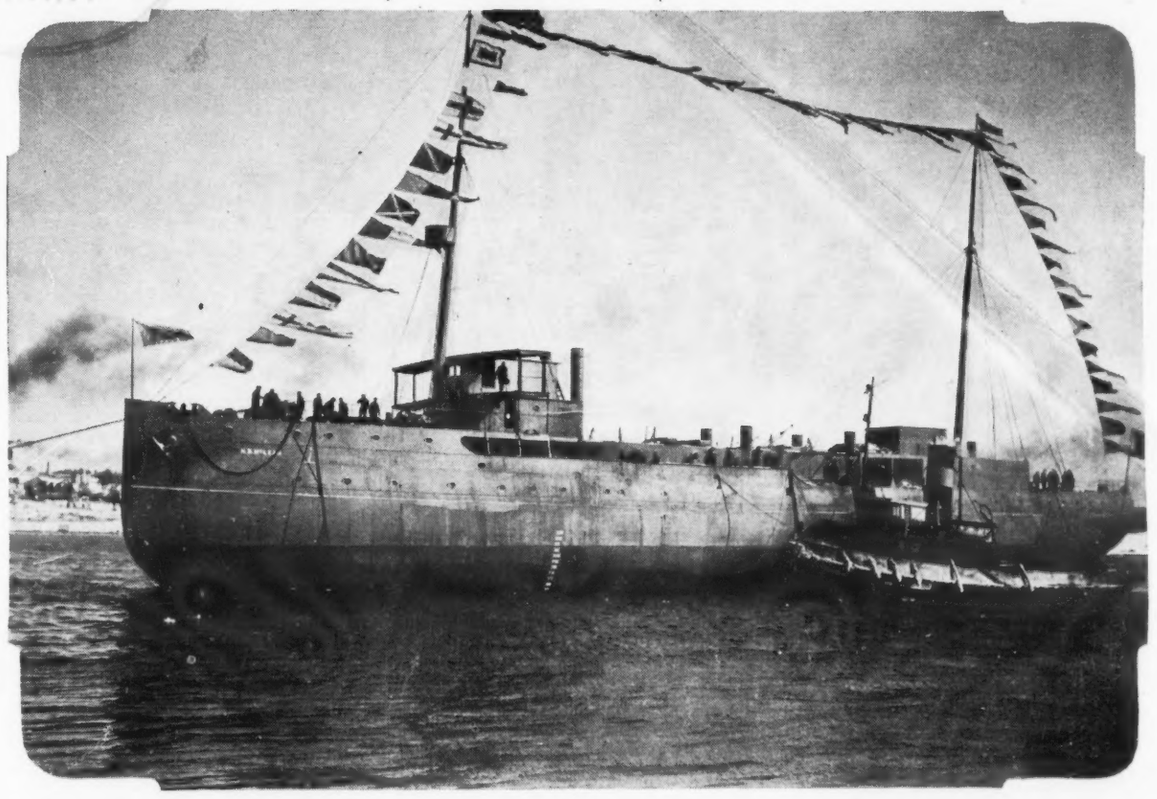
## Index Records Events of Busy Year

THIS issue of ELECTRIC REFRIGERATION NEWS consists of three parts, one of which is the Annual Index covering Volume 4. That volume begins with the issue of September 11, 1929, and ends with the issue of August 27, 1930.

The index of a newspaper possesses an unusual value because it is really a syllabus of the events which have taken place in the period which it covers. It is used frequently by those who are in search of information and provides a convenient means of looking up needed data.

The key to the history of the electric refrigeration industry through a period of rapid and unusual development will be found in the index section which accompanies this issue.

## *Ice Breaker Equipped With Refrigerators*



ALTHOUGH cracking ice is the main business of the crew of the Canadian ice-breaker *N. B. McLean*, shown above, their food is kept at a constant temperature by Frigidaire equipment. Engineers of the Department of Marine and Fisheries are enthusiastic over the performance of electric refrigeration equipment aboard this vessel and are planning to so equip the entire government ice breaker fleet.

## DISTRICT COURT HOLDS DYER PATENT INFRINGED

**Brooklyn, N. Y.**—In an opinion handed down a few days ago, Judge Campbell of the United States District Court for the Eastern District of New York decided the case of H. W. Dyer vs. Alexander Oil Burner Corporation, based on infringement of patent in favor of the plaintiff, Dyer. Judge Campbell's decision was a sweeping one, holding that the Dyer patent, covering an electrically operated cooler of the inverted bottle type was valid, and declaring that the defendant had been guilty of infringement. The cooler sold by the defendant was manufactured by the Rice Products, Inc., of Detroit. So far as can be ascertained, no appeal seems to be contemplated.

Some excerpts from Judge Campbell's opinion, supporting the claims of Dyer, follow:

"Nothing is shown in the prior art which in any way indicates a solution of the problems that confronted Dyer in 1916, and the patent in suit represents, not the work merely of a skilled mechanic, but patentable invention."

"There was no limitation during the prosecution of the claims of the patent in suit which prevents them from being read upon defendant's structure, and it is immaterial whether the invention of the patent in suit be classified as generic or as meritorious and entitled to a liberal range of equivalents, because in any event it is entitled to a range of equivalents wide enough to protect the invention of the patent in suit (Continental Paper Bag Company vs. Eastern Paper Bag Company, 210 U. S., 405), and that range covers the substitution of one evaporator for another and the reversal of the physical relation of the evaporator and water container.

"The patent in suit has met with public acquiescence and commercial success.

"The patent in suit is valid and the defendant has infringed all of claims 1 to 6, both inclusive, of the patent in suit."

The trade is being notified of the adjudication of this patent. Several of the leading manufacturers are already licensees thereunder, and the owner of the patent is planning to bring additional suits against unlicensed manufacturers.

## SERVICEMEN ARE PLANNING NATIONAL ASSOCIATION

**Buffalo, N. Y.**—With the object of forming a national organization for refrigeration servicemen, a group of men employed here in service work by various refrigerator manufacturers have taken the first steps in the formation of the National Society of Refrigeration Service Engineers. Those present decided to incorporate under that name, and to invite the co-operation of servicemen in all parts of the country.

In order to get the work of organization under way as soon as possible, officers were elected as follows: President, M. Boneberg; first vice-president, E. Ader; second vice-president, J. Askins; secretary, William Powell; treasurer, F. Cameron; sergeant-at-arms, G. Wilson; directors: G. Hulbert, O. Goslyn, G. Hissenberter.

Further plans for the handling of the organization on a national scale will be made as soon as the officers can get an idea of the extent to which servicemen in other parts of the country are interested. All servicemen who would like to know more about the new society and its purposes are requested to write to M. Boneberg at 67 Peach Street, Buffalo.

### FOOTBALL CHAMPIONSHIP FOR WESTINGHOUSE MEN

**Mansfield, Ohio**—Westinghouse has scheduled a series of football games as part of its fall sales campaign, the twelve Westinghouse refrigeration distributors being matched against each other in a round robin. Each refrigerator delivered will score points for the individual making the sale, as well as for his team, and at the end of the season the eleven high men throughout the

(Concluded on Page 13, Column 3)

## FRIGIDAIRE BRINGS OUT MORE LOW PRICED UNITS

**Dayton, Ohio**—Simultaneous with the launching of a campaign to bring electric refrigeration to as many homes as possible during September, Frigidaire Corporation on September 2 announced that its low-price line of household electric refrigerators had been increased to four models to care for a reported demand from the many average income homes throughout the country for popular-priced refrigerators, large and small.

"Public reception of the two popular-priced Frigidaires placed on the market two months ago has been in all sections of the country, and announcement of two additional low-priced models makes it possible for large as well as small families in the moderate income class to own electric refrigerators," said E. G. Biechler, president and general manager.

"The two models added today," he continued, "provide eight and nine square feet of shelf space, while the two original refrigerators in this price class have food shelf space of four and one-half and six square feet. Introduction of the line, which is the lowest priced in the history of the Dayton concern, was made possible by new mass production economies, lower raw material prices and an anticipated large demand from this new class of buyers.

"Through additions to our porcelain plant at Moraine, already the largest in the world, we have been able to present all Frigidaires—popular-priced, regular household line, and the de luxe multi-cold models—in porcelain-on-steel finished inside and out."

### MAJESTIC ORGANIZES IN ENGLAND

**London, England** — Organization of Majestic Electric Co., Ltd., for distributing Majestic electric refrigerators and Majestic radios in Great Britain and other European countries, has been announced. Factories and warehouses are established in Totterham, London, and distributors and dealers are being appointed. This new British company has been formed as a result of a recent trip to London by B. J. Grigsby, chairman of the board of the Majestic Household Utilities Corp.

## KELVINATOR INVADES LOWER PRICE RANGE WITH YUKON MODEL

### New Domestic Refrigerator to Sell for $159.50

**Detroit, Mich.**—The Kelvinator Corporation, Detroit, announced a new cabinet model electric refrigerator, called the Yukon, at the list price of $159.50, F. O. B. factory, which was displayed by its distributors and dealers throughout the country on September 9, with the exception of New York, New Jersey, and several other eastern states, where it will be accorded its first showing on September 16.

The Yukon is an all-rustproof steel cabinet, sides and back being a jointless one-piece shell. The whole exterior is finished in elastic white enamel of a special kind which was developed by Kelvinator. The interior of the cabinet is white porcelain fused on Armco iron, all corners rounded. It is mounted on five-inch legs, being the first Kelvinator so mounted. The "pan" of the door is a trim of blue-black porcelain which will not chip when struck by dishes or pans. This trim adds to the appearance of the interior.

The Yukon provides five cubic feet of storage space and has more than nine feet of shelf area. A feature is the cut-out in the lower shelf bracket which makes room for the storage of tall milk bottles.

Hardware is of harmoniously designed die-cast Butler chrome plate. The insulation consists of 2½-inch Kelvatex, the same type as used in the Kelvinator De Luxe models, the insulation being fitted for each cabinet, thus preventing any leakage of heat.

The Yukon has a plate attached to the cooling unit on which is a temperature selector giving five different freezing speeds. At the top of this plate is a defrosting switch. A turn to the "off" position immediately shuts off the motor and defrosting occurs. This completed, and a switch made to the "on" position, causes a resumption of the freezing process.

The new cabinet is equipped with standard Kelvinator cooling and condensing units. Because of its insulation, careful manufacture and inspection, the use of a one-tenth horsepower motor has been found ample for this job, assuring economical operation. The condensing unit is mounted on cushion rubber and springs to absorb vibration and assure silent operation.

Both the cooling and the condensing units are easily removable from the cabinet. All that is required is the removal of the door strips, accomplished with only a screwdriver. This easy removal of the "high side" and the "low

(Concluded on Page 4, Column 5)

## SIX NEW DISTRIBUTORS ANNOUNCED BY ABSOPURE

**Detroit, Mich.**—With the new 1931 line in production, Absopure announces the appointment of six new distributors—all connections made within the last thirty days. Orders for immediate shipment, mostly for dealers who are eager for floor samples, total more than six carloads. Many of these are going "drop-shipment" direct from the factory, by express, to the stores of the dealers, all of whom operate on exclusive local franchise under their territorial distributors.

Among Absopure's new contacts is the Gertler Co., with headquarters at 220 E. 83 St., New York, and branches in Westchester and on Long Island. Gertler calls regularly on 1200 radio dealers within a radius of 75 miles of the metropolis. A representative of the Absopure Co., in New York City, working with the Gertler Co.'s selling organization, is enthusiastic at the reception given the sample line, already open, on display and in operation there.

The Gertler house is more than 15 years old. The retailers contacted by the Gertler Co. are electric specialty merchants, most of them located in prosperous, fast growing communities. Nathan Gertler, whose photograph is shown on Page 4, is confident that Absopure will be a big and steady seller in his territory.

Frigerator Sales Co. of Indianapolis, located on N. Delaware St., a short block from the city's hub, has the franchise for part of Indiana. Ben Sagalowsky, president of the company formed to handle Absopure, is prominent in bank-

(Concluded on Page 4, Column 3)

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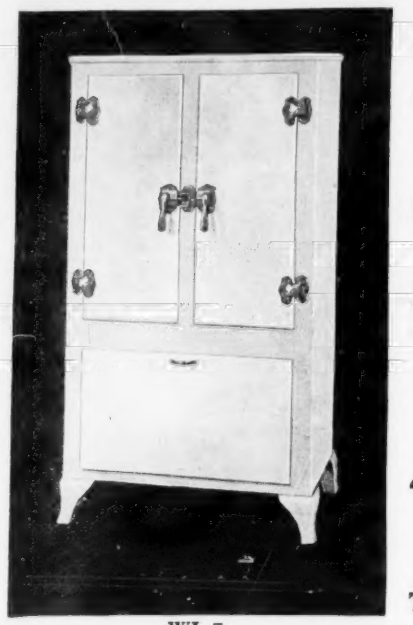
# STARR FREEZE

## Electric Refrigerators



WL-7

REAL QUALITY
*at* LOW PRICES

*The*
**STARR FREEZE**
*is*
POWERFUL . . .
QUIET . . .
ECONOMICAL . . .
DEPENDABLE
*and has the features the market demands.*

**Two Outstanding Models**

WL-7
**7 foot Capacity**
Two Doors **$149.00** List

F. O. B. Factory

WL-5
**5.1 foot Capacity**
Single Door **$135.00** List

*Write Us For Descriptive Literature of Other Styles and Territory Allotment.*

**THE STARR COMPANY**
RICHMOND, INDIANA


## *Headliner at Illinois State Fair*

Thousands of visitors inspected the Kelvinators


# A Strong White Metal

## *. . . highly corrosion-resistant*
## *. . . relatively easy to fabricate*

**Ambrac is an exclusive Anaconda alloy composed principally of copper and nickel. This alloy, white clear through, combines the strength of mild steel with remarkable resistance to corrosion. Unlike other high-strength white metals, Ambrac is not refractory, but can be drawn, spun, stamped and double seamed almost as easily as brass. It has the further advantage of spot welding perfectly, and resistance welds made in Ambrac are unusually strong.**

**Ambrac Metal is available in the form of sheets, wire, rods, tubes and drawn moulding for the fabrication of screws, bolts, racks and metal trim. Detailed information on request.**

**Other Anaconda Products used by the Electric Refrigeration Industry include:**
**Copper, Brass and Bronze in sheets and strips.**
**Free-turning Brass Rods.**
**Brass, Tobin Bronze* and Everdur* die pressed parts and forgings for valves and fittings.**
**Everdur* rods and forgings for valves and other parts in contact with corroding agents.**
**Where strong, non-rusting screws are needed and white metal is not essential, they can be obtained in Everdur* from leading fabricators.**

**Trade-marks Reg. U. S. Pat. Off.*

ANACONDA
from mine to consumer

# AMBRAC METAL

TRADE-MARK REG. U. S. PAT. OFF.

AN ANACONDA PRODUCT MADE BY THE AMERICAN BRASS COMPANY, WATERBURY, CONNECTICUT


**Springfield, Ill.**—The State Fair recently held at Springfield was a great success, according to Wm. C. Stephenson, Kelvinator field representative, who was here while the Fair was in full swing.

"The attendance was more than a quarter of a million this year," said Mr. Stephenson. "There were many strong attractions outside of the agricultural exhibits, which were unsurpassed. The running races, with well known horses entered in the events, stepped up attendance considerably. A. H. Goss, former head of the Kelvinator Corporation, exhibited his prize herds, bred at The Oaklands, his stock farm at Ann Arbor, Mich., and captured many prizes, including the Premier Breeder and Exhibitor, much coveted.

"The Washington Supply Co., distributor for the Springfield territory had an attractive exhibit placed by Harry Richards, Springfield dealer. A picture of this exhibit is shown. The Kelvinator sign used was thirty feet in length. Seen in the picture are, left to right: W. L. Day, Kelvinator District Manager; Wm. C. Stephenson, Kelvinator field representative; George Seay, Refrigeration Department of the Springfield store; Mr. Rinkenberger, head of the Washington Supply Co., Washington, Ill.; Harry Richards, the Springfield Kelvinator dealer, and R. Vogelsang, refrigeration department of that store.

## G. E. FAR AHEAD OF LAST YEAR IN NEW ENGLAND

**Boston, Mass.**—Charles Pike Dow, head of the Electric Refrigerator Company of New England of this city, distributors of General Electric refrigerators, reports sales for the first six months of 1930 48 per cent ahead of sales for the corresponding period of 1929. Mr. Dow says:

"Our business has shown a most satisfactory increase and from present indications the industry can face the last half of the year with confidence. Today we have a more experienced market than ever. People are buying on sound values and I believe that those industries which offer sound values can look to increased business.

"Electric refrigeration, which today has only a ten per cent saturation, constantly is being employed by a greater number of people. Inventories are in a most healthy condition."

## DOHERTY MEN STRIVING FOR NEW SALES RECORDS

**New York, N. Y.**—Sales of domestic and commercial electric refrigerators by the Public Utilities Division of H. L. Doherty & Co. for the first seven months of this year have reached a total of 5,979 machines. During the month of July, 1,067 units were added to the power lines of the subsidiaries. The Ohio Public Service Co. is setting the pace for the other member companies, having sold 1,664 during the Jan.-July period. The Public Service Co. of Colorado and the Toledo Edison Co. are following the leader closely and have turned in good sales records.

Sales in the various cities where Doherty subsidiaries are operating are as follows:

| | July | Jan.-July |
|---|---|---|
| Adrian | 13 | 84 |
| Bristol | 27 | 237 |
| Danbury | 13 | 179 |
| Durham | 32 | 178 |
| Erwin | 1 | 36 |
| Johnson City | 6 | 134 |
| Joplin | 94 | 316 |
| Sedalia | 5 | 29 |
| St. Joseph | 62 | 445 |
| Toledo | 241 | 1134 |
| Toledo—Defiance | 10 | 60 |
| Toledo—Lake Shore | .. | 43 |
| Toledo—Michigan | 3 | 19 |
| Ohio Public Service | 175 | 1664 |
| Alliance | 18 | 119 |
| Ashland | 18 | 116 |
| Elyria | 18 | 175 |
| Lorain | 10 | 199 |
| Mansfield | 20 | 175 |
| Massillon | 36 | 235 |
| Port Clinton | 7 | 80 |
| Sandusky | 29 | 239 |
| Warren | 19 | 326 |
| Public Service of Colorado | 384 | 1421 |
| Alamosa | 18 | 104 |
| Boulder | 26 | 87 |
| Brighton | 2 | 11 |
| Cheyenne | 12 | 40 |
| Denver | 248 | 892 |
| Fort Collins | 21 | 51 |
| Grand Junction | 30 | 124 |
| Idaho Springs | 4 | 16 |
| Leadville | 2 | 12 |
| Salida | 7 | 30 |
| Sterling | 14 | 54 |
| Total | 1067 | 5979 |


The leading refrigerator manufacturers are using our Double Seal and special gaskets made for their requirements. We will be glad to figure on your problem.

*Specialists in refrigeration gasket.*

BOSLEY'S Since 1869 The VERY BEST QUALITY SERVICE WEATHER STRIP

The D.W. Bosley Company
906 Marquette Bldg.
Chicago, Ill.

*Since*

# MONEY TALKS
# TALK MONEY

**When prospects are shown the dollars and cents a General Electric Refrigerator will *save* them—they're interested.**

**Prospects who have the idea that a General Electric Refrigerator is beyond their means are mighty interested when you show them that it *isn't*. They want to *own* one all right—*you* know *that*. But some are still afraid they can't spend the money. You can *prove* to them that they *can*!**

**The entire influence of millions of consumer advertisements together with direct mail campaigns and display material is being directed to show the unquestionable economy in owning a General Electric Refrigerator—how it cuts down spoilage and waste—and cuts expense—and keeps milk and cream from souring—and cuts expense—and freezes desserts—and makes ice cubes—and runs for a few cents a day—and cuts expense.**

***We* are making the *drive*. *You* make the approach.**

**—And the sale!**



**Join us in the General Electric Program, broadcast every Saturday evening on a nation-wide N. B. C. network.**

## GENERAL ELECTRIC
## ALL-STEEL REFRIGERATOR

ELECTRIC WATER COOLERS COMMERCIAL REFRIGERATORS ELECTRIC MILK COOLERS

ELECTRIC REFRIGERATION DEPARTMENT • GENERAL ELECTRIC COMPANY • HANNA BUILDING, 1400 EUCLID AVENUE, CLEVELAND, OHIO

34661

"It was built by BOHN"

The name BOHN is our warranty that the finest materials obtainable have been utilized by skilled craftsmen and refrigeration engineers to build for you this beautiful and scientific product—an all-porcelain BOHN refrigerator.

BOHN installations include many of the leading hotels, restaurants and hospitals in America.

BOHN refrigerators are used exclusively on all Pullman-built railway dining and buffet cars.

The United States War Department has purchased hundreds of all-porcelain BOHN refrigerators for our army barracks and battleships.

In choosing BOHN refrigerators, discriminating home owners throughout the country have given BOHN a representative list of which any manufacturer might be proud.

*The handy base cabinet may either be used for refrigerating machinery or the storage of cooking utensils, canned goods, vegetables, etc.*

Write for details of the remarkably low prices that are now prevailing.

**BOHN REFRIGERATOR COMPANY**
SAINT PAUL, MINNESOTA


# REFRIGERATION HELPS IN FIGHT AGAINST DISEASE

**Dayton, Ohio**—Medical science in its fight against disease and illness has been greatly aided during the past ten years by electric refrigeration. Manufacturers have brought electric refrigeration within reach of more and more homes by lowering manufacturing costs, Dr. A. O. Peters, Dayton commissioner of health, told a gathering of foremen of Frigidaire factories here September 3.

Dr. Peters and B. J. Vandoran, Frigidaire commercial sales manager, were the chief speakers at the meeting, one of a series held in connection with the new popular - priced Frigidaire campaign launched September 2 in this city by various sales branches of the company.

"Americans today," Dr. Peters said, "are paying more than two billion dollars yearly as a tribute to illness, the figures of the United States Chamber of Commerce show. The causes for this great tribute are many, but an important contributing factor still is improper preservation of food by manufacturers, transporters, sellers and housewives who do not fully realize that proper refrigeration is a very important safeguard to health."

# ABSOPURE DISTRIBUTORS

*(Concluded from Page 1, Column 4)*

ing and financial circles. M. Horowitz, vice president of the company, has an acquaintance that is nearly fifty years old and is statewide. Both anticipate a volume of business on their new line.

Sanitary Distributing Co. of St. Louis, has the franchise for distribution of Absopure for Missouri, Nebraska, Arkansas, Kansas and part of Illinois. This organization is holding school for its road crew at this time. A. Goldberg, head of the company, many years in the wholesale electrical line in St. Louis, chose Absopure after laboratory tests on nearly 30 makes of electric refrigerators. He has planned a campaign which will make the centers he contacts refrigeration-conscious, and especially Absopure Frigerator-conscious.

Electric Cooling Co. of Mason City, Iowa, is already booking business for the state on which it has exclusive franchise on all except a few counties.

A new organization formed to merchandise Absopure in the wheat belt, has

Nathan Gertler

catalogues on the press and men setting up dealers in Minnesota, North and South Dakota and part of Wisconsin.

Hiram M. Browne, vice president and general manager of the company recently commented on the new distribution set-up. He said:

"Electric refrigeration has come of age. It is no longer a toy, something to play with in a laboratory, manufacture and market with reservation. It is package merchandise. And as such the distributor channel is the only logical one.

"Within the last eight months one local department store has sold nearly 1400 Absopure Frigerators at retail, over the counter. This, in itself, is proof of our contention that, with the bug-a-boo of constant service definitely removed, even the small retailer, without a top-heavy service organization, can embark on the selling of refrigeration safely and profitably.

"In addition—realizing that Refrigeration is still something new, this company has a merchandising-consulting staff which works with the distributor, bringing to him, to his dealers, to the very floor of the dealer's store on the day that the latter announces the new line to the public, expert, personal assistance in the form of one or more men from the factory who have made an intensive study of placing electric refrigeration in the home of the ultimate consumer.

"It is to this co-operation that Absopure owes its success. It is this close contact with the dealer that has helped write retail refrigeration history in the selling of nearly 1400 Absopures through the Ernst Kern So. of Detroit."

# YUKON MODEL ON SALE BY KELVINATOR DEALERS

*(Concluded from Page 1, Column 5)*

side" is expected to greatly expand Kelvinator business. It eliminates the necessity on the part of distributors of seeking dealers who are fully qualified to render service, since the units may be quickly and easily removed and sent to the nearest distributor for attention, new units being easily inserted into the cabinet. Thus distributors will be able to offer a bona fide over-the-counter proposition to furniture and radio dealers, hardware and plumbing dealers, and even drug stores.

There are two grids, one metal and one of flexo rubber, each with capacity of 21 ice cubes. These trays will produce four pounds of ice at a single freezing.

Because of its mechanical design, the Yukon can be plugged into a wall socket and can be moved as easily as a desk. It will be possible to transport it to a summer cottage, giving all the advantages of electric refrigeration, and then just as easily cart it back to the city home.

The overall dimensions of the new Yukon model are as follows: height, 50 inches; width, 26-5/32 inches; depth, 23¾ inches.

The new Yukon model was shown to the leading Kelvinator distributors some time before it was announced to the public, and was so well received, it is reported, that thousands of advance orders for it were booked.

Kelvinator officials say that never before has any model brought out by them met with such an immediate and enthusiastic welcome on the part of their distributing organization and by the buying public, their deduction being that there has been a waiting market for an electric refrigerator of real quality.

## DETROIT ICE MACHINE CO. DISTRIBUTES SERVEL

**Detroit, Mich.**—The Detroit Ice Machine Company, one of the oldest and largest distributors of heavy duty refrigerating equipment in the Middle West, has recently been appointed distributor for Servel commercial equipment.

This firm has been in the ammonia refrigeration business for fourteen years and has one of the most modern and best equipped distributing plants in the country. A number of dealers will be established to co-operate in handling the Servel franchise throughout the distributing area of Detroit and vicinity.

The officers of this firm are men well known in the refrigeration field. George B. Bright is president, C. A. Dean, vice-president, and Theodore H. Huetteman is treasurer and sales manager. R. W. Kelley is service manager.

*Courtesy of General Refrigeration Company, Beloit, Wisconsin.*

## Where Reliable Freezer Case Control is Essential Use a TIME-O-STAT No. 75 Bulbswitch

IN markets and delicatessen shops accurate control of freezer case temperatures is essential. Such stores, in rapidly increasing numbers, insure the efficient and satisfactory performance of their electric refrigeration installations by using the TIME-O-STAT No. 75 BULBSWITCH. Unusually sensitive, simple, positive and ruggedly constructed, this device is especially engineered and designed for control of temperatures of refrigerators, coolers and freezer cases. Moisture troubles, pitting and similar annoyances are eliminated by the TIME-O-STAT Mercury Switch. Ask for detailed information about this remarkably efficient control.

TIME-O-STAT
*No. 75 Bulbswitch.*

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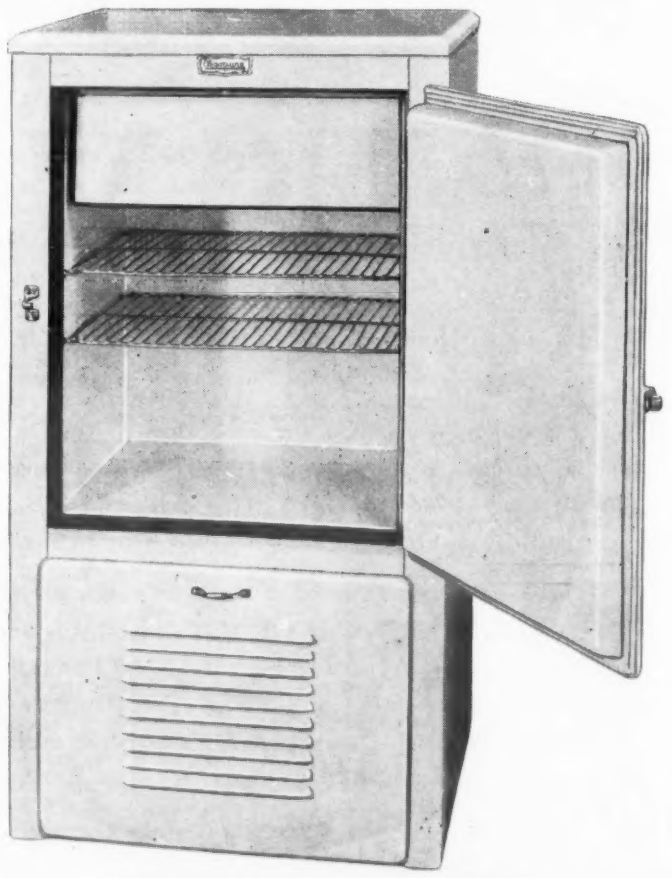
**TIME-O-STAT CONTROLS COMPANY**
ELKHART, INDIANA

EXCLUSIVE DISTRIBUTORS IN ALL PRINCIPAL CITIES OF THE UNITED STATES.
CANADIAN DISTRIBUTORS TORONTO AND MONTREAL.

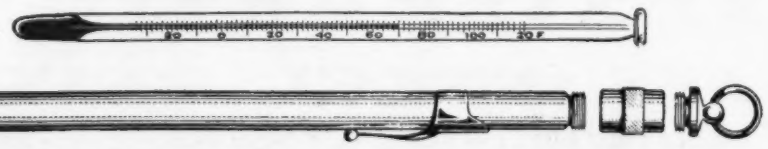
Manufacturers of Automatic Controls for Oil Burners, Gas Burners, Coal Burners, Electrical Refrigerators, Furnace Fans, Mechanical Stokers, Industrial Ovens, Ice Machines, Unit Heaters . . . also of Sign Flashers, Mercury Switches, Electric Heaters, Corrugated Metal Bellows.





The Latest Absopure Baby Grand Model

## THERMOMETERS



**Mercury or Red Spirit — for your Service Department**

**CARROLL GLASS INSTRUMENT CO., Philadelphia, Pa.**

Iceless Refrigeration Accessories Co., 2401 Chestnut St., Philadelphia. Hart Refrigeration Service, 308 Fairfield Ave., Bridgeport, Conn. Refrigeration Service, Inc., 3109 Beverly Blvd., Los Angeles, Calif.

# On Sept. 24

# DRY·ZERO

## will have

## an announcement

## to make on this page

## of interest to the

## entire electric

## refrigeration industry

•

DRY-ZERO CORPORATION, 130 NORTH WELLS STREET, CHICAGO, ILLINOIS

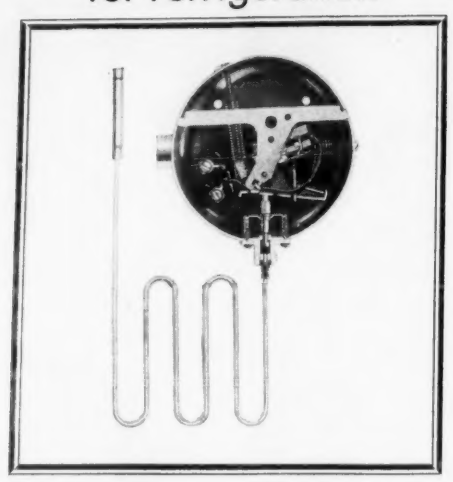
# DRY·ZERO

THE MOST EFFICIENT COMMERCIAL INSULANT KNOWN

*The new low-priced*

**MERCOID CONTROL**

*for refrigeration*



MERCOID
No. 858
Model LL-1

THIS new Mercoid has been especially designed for control of refrigeration temperatures. It brings all of Mercoid's accuracy, yet its cost is extremely low. For control of house boxes, water coolers, milk coolers, ice cream cabinets, florist boxes and general commercial work it has met with instantaneous approval. It is furnished in ranges minus 10° to plus 25° and plus 10° to plus 50° with a differential as close as 2½° or as wide as 12°. Changing the cut-in point at high does not change the cut-out point at low. Binding posts are furnished—inside the case—no outlet box is needed. Adjustment is made from the outside, and is not easy to tamper with. This is just one of a complete line of Mercoid temperature, pressure and vacuum controls, all of which operate with the well-known Mercoid switch—no exposed arc—no corrosion of contacts—and the control carries full line current, either 110 or 220 volts.

*Write today for complete information on the new 858 and other controls including the Arco Solenoid Valve for water-cooled units*

AMERICAN RADIATOR COMPANY

*Accessories Division—Dept. MER-9*

*Division of* 40 WEST 40th STREET, NEW YORK, N. Y.

AMERICAN RADIATOR & STANDARD SANITARY CORPORATION


# BIG CAMPAIGN HERALDS NEW KELVINATOR MODEL

**Detroit, Mich.**—The Kelvinator Corporation has just released the biggest campaign of sales promotion it has ever launched at one time behind its products. The campaign introduces its new Yukon model and will cost approximately a quarter of a million dollars.

National showing day for the new model was held on September 9 in all parts of the country, except New York, New Jersey, the New England States, Pennsylvania, Maryland, District of Columbia and Delaware, in which showing day will be September 16. Reports from the field indicate that the entire dealer and distributor organization took advantage of this big Kelvinator campaign to prepare for a big send-off for the new Yukon model. The Yukon's debut was put over in a big way and many sales were closed on the first day.

The campaign was outlined to the distributing organization in a broadside which went out in ample time to enable it to fully assimilate the program and prepare to co-operate and cash in on the big opportunity presented.

The campaign started with a series of teaser advertisements playing up the theme, "There Is Something New Under the Sun." Full page announcement advertisements, with follow-ups on a scale of lesser space, are a feature of the campaign, which is now under way.

In addition, use will be made of all other known advertising elements, such as mailing cards, window displays, albums of photographs, the new Yukon story projected by the Visual Film Service, special posters, street car cards, streamers across streets, truck and automobile bumper banners, etc. Simultaneously with the appearance of the big announcement advertisements, were released a series of publicity articles with which the distributors and dealers had been provided for the occasion.

A special edition of "Sales Slants," a Kelvinator publication, provided special information and instruction for the salesmen on the new Yukon model. All distributors and dealers were sent a special booklet entitled "Showroom Presentation of the New Yukon."

Nothing was neglected to make the announcement a simultaneous smashing success. The distributing organization is heartily co-operating in every phase of the big announcement program.

## COPELAND PROMOTES BRANCH OFFICIAL

**Mt. Clemens, Mich.**—Copeland Sales Company has transferred M. W. Rudd from its Detroit Branch to the factory here.

During the past two years, Mr. Rudd has directed the retail sales of Copeland commercial and apartment refrigeration equipment in the Detroit territory. He will now assist H. A. Brysselbout in similar work from the factory.

Previous to his connection with the Copeland Detroit Branch, Mr. Rudd had gained extensive experience in the refrigeration field. Earlier he had spent more than sixteen years in sales and advertising work in the automotive field, the greater part of this time with the Packard Motor Car Company.

## NERCO FACTORY BRANCH IN BALTIMORE

**Baltimore, Md.**—The National Electric Refrigeration Corporation, Scranton, Pa., manufacturers of Nerco water coolers and other products, now maintain a factory branch in Baltimore, Md., located at 115 West Franklin Street. When the concern first opened a sales branch in this city it was located at 213 South Paca Street. The local factory branch is making a large number of placements.

# ROESSLER & HASSLACHER ADVANCES TWO OFFICIALS

**New York, N. Y.**—At a meeting of the board of directors of The Roessler & Hasslacher Chemical Company, August 25, Dr. Edward A. Rykenboer was elected a member of the board, replacing George F. Hasslacher, who resigned as director and assistant secretary on July 28.

Dr. Rykenboer is 41 years of age, and is a graduate of the University of Rochester, 1912. He took his Ph.D. degree at the University of Michigan, where he taught, after his graduation, until 1917. In the same year he joined the Roessler & Hasslacher forces at Niagara Falls as a research chemist, and from that position became superintendent of production and is now general superintendent of the Niagara Falls plant.

At the same meeting J. Carlisle Swaim was elected assistant secretary. Mr. Swaim is 41 years of age, holding the A.B. 1911 and M.A. 1913 degrees from Vanderbilt University, Nashville, Tennessee; also LL.B. 1915 from Columbia University Law School, where he also did a year's post-graduate work in law. After leaving the Army he became associated with the law firm of Merrill, Rogers, Gifford & Woody, where he remained in the general practice of law until, as resident counsel, he became associated with The Roessler & Hasslacher Chemical Company in November, 1928.

## BIG G. E. SALES GAIN IN ILLINOIS

**Springfield, Ill.**—Sales of General Electric refrigerators in the Springfield territory, for the first six months of this year have gained 60 per cent over the same period of last year, according to Ross Bulpitt, head of the local agency.


**How You can be SURE You get the ORIGINAL LARKIN** DRYEXPANSION 100% VERTICAL SURFACE **COILS**

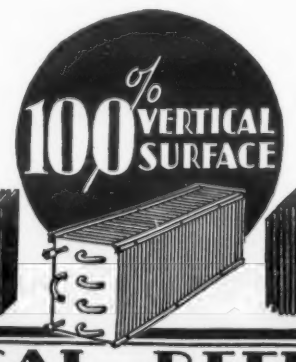
***Standard Factory Equipment With These Manufacturers—***

THERE is only one ORIGINAL 100% Vertical Surface Dry Expansion Coil and that is the LARKIN COIL—*patent applied for.* It contributes such remarkable efficiency to electric refrigeration that, after exhaustive tests, leading manufacturers were quick to adopt it as *standard factory equipment.* When you purchase equipment with LARKIN COILS from any of the manufacturers listed here—you are assured of features of tremendous value to be obtained only with the aid of this ORIGINAL, now famous coil.

**√ and √ √ These Strong Points**

The ORIGINAL LARKIN COILS, because of their unique construction absolutely nullify the *de-hydration and defrosting problems.* Further, they dispose of the costly servicing problem by virtue of their efficient, constant operation. These features alone, not to mention others, make them a stand-out in the field of electric refrigeration. Sizes adapted to every size of case, cooler, etc., are available.

Any of these manufacturers will gladly give you detailed information or, if preferable, write direct to the originators and sole manufacturers.




Absopure DETROIT. MICH.
B-K, Junior New Brunswick, N.J.
Copeland DEPENDABLE Electric Refrigeration DETROIT. MICH.
WILLIAMS ICE-O-MATIC REFRIGERATION BLOOMINGTON. ILLINOIS
JACK FROST REFRIGERATION, ltd. TORONTO-CANADA
KULAIR PHILADELPHIA, PA.
POTTER PORTLAND, O.
SERVEL Electric Refrigeration
TRUPAR DAYTON.—OHIO
UNIVERSAL DETROIT. MICH
Zerozone Lifetime Refrigeration

LARKIN COILS FOR ELECTRICAL REFRIGERATION

*Patent Applied For*

LARKIN-WARREN REFRIGERATING CORPORATION

Originators and Manufacturers

ATLANTA, - - - - - - - GEORGIA


# *Artful Advertising Incites Interest*

**Tacoma, Wash.**—Ponder Brothers, electric refrigeration engineers, of 754 Broadway, Tacoma, are proving that "truth is stranger than fiction" in a series of cartoons that is helping to make the city electric-refrigeration conscious. These cartoons of amazing facts give the local inhabitants something to ponder over and make them think of are so strikingly presented and are of such wide human appeal, Ponder Brothers quietly point out facts such as "the electric Electrolux refrigerator has no compressor, no belt, no motor, and is absolutely silent."

Setting the city-wide pondering in motion, Ponder Brothers announce their telephone number, of Broadway 1410,


**TRUTH STRANGER! Than Fiction!**

If you doubt any of these statements, come in or phone Monday evening between hours of 6 and 7

ISLAND of BUNANR INHABITED SOLELY BY WOMEN
-and young women at that!
The United States has had 9 Capitals
ANOTHER BOY!
35 boys no girls in 4 generations!

and

**The Electric-Electrolux Refrigerator has lowest cost of operation—a little electric element operates intermittently.**

Inquire of

PONDER BROS., Inc.

HEATING & REFRIGERATION ENGINEERS
HOME AND COMMERCIAL REFRIGERATING INSTALLATIONS
754 BROADWAY PHONE B'DWAY 1410 TACOMA, WASH.

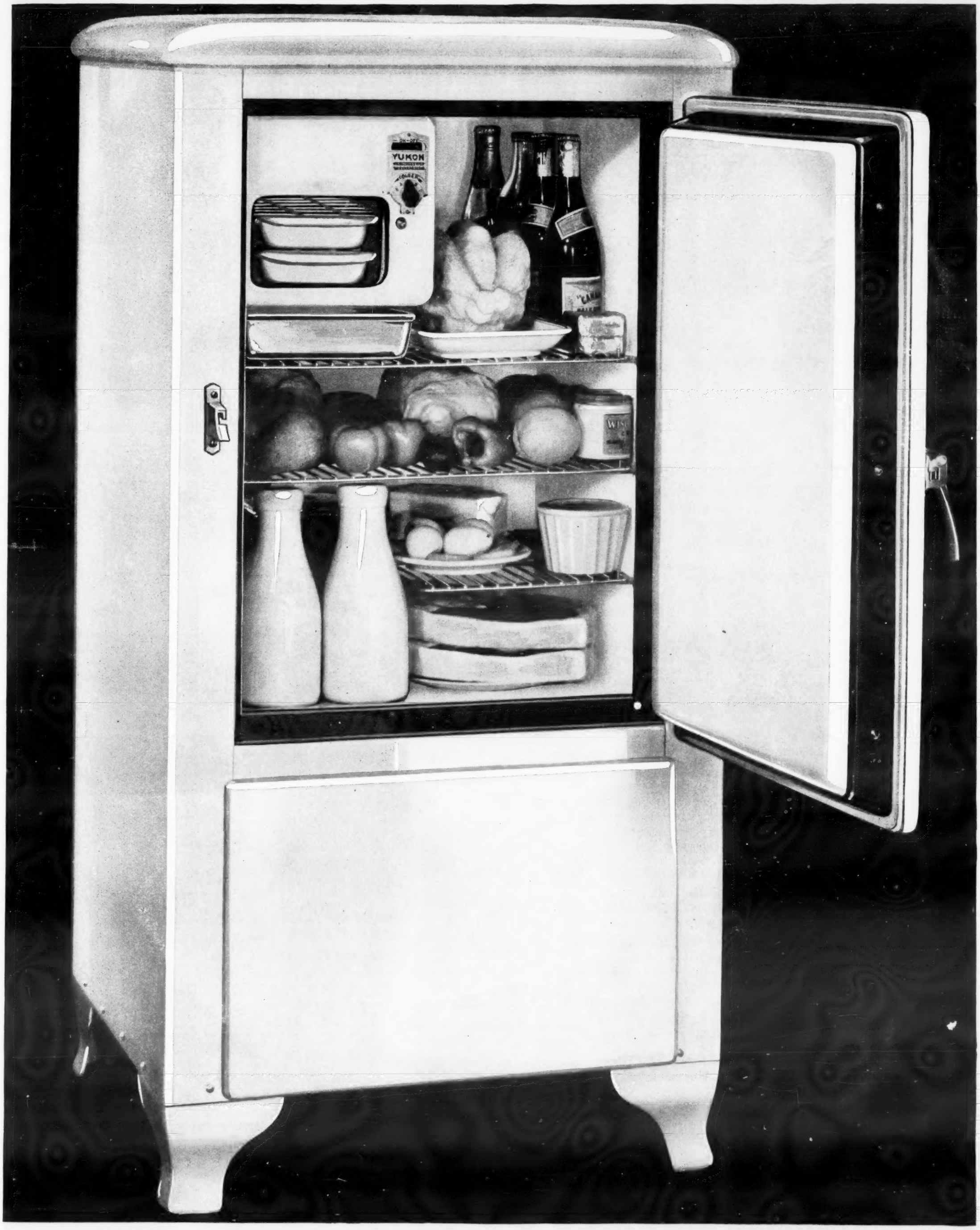
Where Proof of Every Statement May Be Obtained


Ponder Brothers, and of the Electrolux refrigerators which they handle.

One of the recent cartoons of the "Truth Stranger than Fiction" series used in the local newspapers, included the picture of a cricket, and the interesting fact that cricket chirps tell the temperature.

In connection with the facts which and inform prospective patrons that they may call this number for further confirmation of anything in the "Truth Stranger than Fiction" series, which seems too strange to be believed.

"If you doubt any of these statements, come in or phone Monday evening between the hours of six and seven," state the announcements.




**"A Kelvinator for $159.50 f. o. b. factory"—that's news—GOOD NEWS for those dealers selling the great Kelvinator Line . . . Write today for complete information about the NEW Yukon Model by Kelvinator . . . Condensing and cooling units can be removed together, making centralized service possible . . . It is a world-beater for quality and value . . . and it is going to be a great *money-maker* . . . Address Kelvinator Corporation, Detroit, Mich.**

# ELECTRIC REFRIGERATION NEWS

*The Business Newspaper of the Refrigeration Industry*

Published Every Two Weeks by

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## New Models and New Methods

ALTHOUGH it is usual for refrigerator sales to slow down at this period of the year, it looks as though 1930 would prove an exception to the general rule. The advent of a large number of low priced machines for household use, made not by experimenters, but by the leading manufacturers of the industry whose products have the background of long experience, has injected a new element into the situation. It is an element that already is proving stimulating, and which promises to keep the sales curve from its usual drop.

By making these lower priced units the refrigeration industry is passing on to the public the benefits of its long experience and the savings that always accompany mass production. For a long time refrigeration men have been acutely conscious of the fact that there was a big market in the households with incomes just too small to afford the higher priced units. They are now going after that market with a vigor that will keep the average salesman from remembering that it is a hard job to sell refrigerators in the late Fall and Winter.

The coming of the new models means that electric refrigeration will make its way in the next few months into thousands of homes that hitherto have been without it. New problems will confront the salesmen, and new methods of selling and advertising will have to be worked out.

Activity is the lifeblood of any industry. The refrigeration industry is beginning a season of activity that will enable it to keep its place as one of the most progressive industries in the United States.

* * *

## "Selling Refrigeration"

BY its action inviting a number of the leading refrigeration executives to make brief addresses at its October meeting, the Detroit Section of the American Society of Refrigerating Engineers, has taken a step that may well prove of lasting benefit to the industry. Unlike other major industries—and refrigeration is rapidly attaining that status—this industry of ours has never been noted for its cohesiveness. The solid front which the automobile industry presents by such organizations as the National Automobile Chamber of Commerce, is in direct contrast to the long and wavering line offered by the refrigeration industry thus far.

Any move that will get refrigeration leaders together at the same table to discuss the great problem of selling refrigeration to the public with no particular emphasis on any one product, will help every phase of the industry.

The Detroit A. S. R. E. members deserve the thanks of refrigeration men everywhere for their conception of a meeting of such evident value.

* * *

## Serving the Industry

SERVICEMEN in Buffalo representing various manufacturers have formed an organization which they hope to develop into a national society. An announcement of their plans is printed on another page of this issue of ELECTRIC REFRIGERATION NEWS.

Everyone engaged in the electric refrigeration business knows the importance of the part which the serviceman plays in keeping the public sold after the refrigerator has been installed. If the Buffalo servicemen are successful in extending the scope of their organization, they will undoubtedly provide a clearing house for methods and information that will be of help to their members all over the country. And by helping their members they will help the companies which employ them. The servicemen who know their business best realize that in a comparatively new industry, new methods are continually being developed in the field. They know that the communication of these new ways of working to other servicemen all over the country will add to the general reputation of the whole industry.

As the business newspaper of the refrigeration industry, the NEWS will gladly find room for the activities of the new association and wishes it all success in its plans to give to the serviceman, no matter where he may be, the benefits of the knowledge of his fellow craftsmen.

## *Time for Refrigeration*

**Havana, Cuba**—La Casa Grande, one of the leading department stores here recently installed this Copeland window display, which attracted much comment and attention.

Translated into English, the legend on the dial of the huge clock says, "Its hour has arrived." Tying up with this thought and flanking the clock on either side are a model D-11 and a model D-66. The snowmen and other decorative effects employed give the window the necessary atmosphere.

La Casa Grande became the Copeland distributor in Havana the middle of this year, and already has had marked success in merchandising electric refrigerators.

Under the same ownership as La Casa Grande is El Encanto, the largest and best known department store in Havana. Although operated as a department of La Casa Grande, Copeland refrigerators are also displayed in its companion store, El Encanto.

## HARD WORKING LaCENTRA SETS GOAL FOR DEALERS

KELVINATOR SALES CORPORATION
171 Sidney Street
Cambridge, Massachusetts
September 3, 1930.

Editor of Electric Refrigeration News,
Detroit, Michigan.

Dear Sir:

I was much surprised to read a letter from one of our dealers in your editorial column in your issue of August 27. The letter is quite characteristic, and is written exactly the way Mr. Dominic LaCentra talks.

This dealer is an instance of work, and work alone, producing the most astonishing results. He does not have a downtown showroom; his business was formerly contracting plumbing, and some plumbing supplies—and to all appearances, it would be said that electric refrigeration could only occupy a small percentage of their total volume of business. Through work alone it has assumed the greatest percentage of their total volume, and stranger still, almost the entire sales that they have made have been in the poorer districts of the town—in a section of the town where the average salesman would absolutely refuse to do business. To prove that work will produce results, we issued a little competitive challenge some time back concerning the sale of our D-22's, a model which sells for $850 each in Boston, and within a week Mr. LaCentra had sold three of these in that same territory.

Boston's Kelvinator business has not dropped off, and if we could get a few more who believed that work will produce the results that it does, our increase for this year would be even greater than it has been. Anyway, Dominic LaCentra right now is the best living example of what work will do that I happen to know of.

Very truly yours,
H. TROUTWINE,
Branch Manager.

## COPELAND ENTERS KANSAS MILITARY ACADEMY

**Kansas City, Mo.**—Nathan Baraban, president of the Copeland Co. here, is helping to make it safe for cadets to be hungry by selling Dietitian Cramer of Wentworth Military Academy of Lexington, Mo., a Copeland for the academy kitchen.

A WA compressor with three 540 coils will do the work. Three temperatures are available for preserving dairy products, meats and fresh fruits and vegetables.

From 400 to 450 teachers and students are fed three times daily, requiring great quantities of food.

## SUNBEAM PRODUCTION AT STEADY PACE

**Evansville, Ind.**—Production of Sunbeam electric refrigerator compressors and cooling coils is progressing at a rate which will insure shipment of several thousands of units by the end of the current year, according to J. A. Wiever, secretary, Sunbeam Electric Manufacturing Company. The Sunbeam product is based on the former Rotorite patent.

## NEW HOSPITAL EQUIPPED WITH KELVINATORS

**Kansas City, Mo.**—The Western Kelvinator Company has just installed Kelvinators in General Hospital No. 2 here. The refrigerator has three sections for the storing of meats, vegetables and dairy products. It is operated by a WR 40 condensing unit.

The management finds that much food waste is eliminated by the use of electric refrigeration, and that the food can be kept in much better condition than with ice. This is particularly true of fresh fruit and vegetables.

General Hospital No. 2 is located on the north section of Hospital Hill and is for the use of the negro population.

## SCHAEFER PLACES 18 G. E.'s IN APARTMENT

**Milwaukee, Wis.**—Eighteen General Electric refrigerators have just been installed in the new Blenheim Apartments at Twenty-sixth and Wisconsin Avenue, by the E. H. Schaefer Co., Milwaukee distributors. Business in this section is picking up rapidly with the coming of warmer weather, the firm reports. In the near future several other large installations will be made of General Electric units, Mr. Schaefer states.

## LOUISVILLE COMPANY GETS BIG ORDER

**Louisville, Ky.**—Said to be the finest in the city, the new Mayflower apartments have recently been finished here. Included among their list of conveniences are 70 General Electric refrigerators and a G. E. bottle water cooler.

The order for these units was placed with the Electric Refrigeration Co. of Louisville, by George W. Grant, president of the Ormsby Realty Co., which owns and operates the apartments.

## DOWNES-SMITH EQUIP BRIDGEPORT SHOP

**Bridgeport, Conn.** — Downes-Smith Company, 540 Fairfield Avenue, Frigidaire distributor, has installed an AP-60 commercial box with Y compressor in the Downyflake Doughnut Shop, 962 Main Street. This is the fourth AP-60 to be installed in the Bridgeport area since February, according to A. F. Becker, manager.

## EXPORT SHIPMENTS OF ELECTRIC REFRIGERATORS

### June Shipments Reported by the Bureau of Foreign and Domestic Commerce

| | Electric Household Refrigerators | | Electric Commercial Refrigerators Up to 1 Ton | |
|---|---|---|---|---|
| | No. | Val. | No. | Val. |
| Belgium | 1,417 | 219,520 | 125 | 31,604 |
| Denmark | 72 | 9,177 | .... | ..... |
| Finland | 47 | 8,034 | .... | ..... |
| France | 725 | 113,962 | 19 | 3,325 |
| Germany | 299 | 40,310 | 50 | 5,102 |
| Iceland | 3 | 294 | .... | ..... |
| Irish Free State | 13 | 2,004 | 3 | 601 |
| Italy | 188 | 25,243 | 29 | 4,648 |
| Netherlands | 14 | 2,236 | 6 | 811 |
| Poland and Danzig | 8 | 1,243 | .... | ..... |
| Portugal | 16 | 3,105 | 4 | 700 |
| Rumania | 9 | 1,739 | .... | ..... |
| Soviet Russia in Europe | 1 | 265 | 2 | 1,170 |
| Spain | 243 | 40,624 | .... | ..... |
| Sweden | 189 | 19,194 | .... | ..... |
| Switzerland | 32 | 5,505 | 48 | 6,960 |
| United Kingdom | 498 | 82,805 | 34 | 4,246 |
| Canada | 1,583 | 211,792 | 686 | 115,717 |
| Guatemala | 3 | 614 | .... | ..... |
| Honduras | 11 | 2,113 | 4 | 1,156 |
| Nicaragua | 1 | 185 | .... | ..... |
| Panama | 41 | 7,632 | 7 | 1,973 |
| Salvador | 10 | 2,025 | .... | ..... |
| Mexico | 82 | 18,872 | 3 | 1,154 |
| Bermudas | 23 | 4,077 | 4 | 609 |
| Barbados | 1 | 98 | 2 | 575 |
| Jamaica | 3 | 804 | .... | ..... |
| Other British West Indies | .. | ..... | 1 | 693 |
| Cuba | 200 | 23,512 | 75 | 12,418 |
| Dominican Republic | 7 | 1,384 | 2 | 1,218 |
| French West Indies | 2 | 336 | .... | ..... |
| Argentina | 393 | 28,783 | 1 | 299 |
| Brazil | 70 | 8,013 | 1 | 1,124 |
| Chile | 28 | 6,580 | .... | ..... |
| Colombia | 6 | 1,715 | 2 | 674 |
| Ecuador | 10 | 1,645 | .... | ..... |
| Peru | 12 | 1,491 | 2 | 382 |
| Uruguay | 46 | 8,440 | 5 | 1,956 |
| Venezuela | 81 | 13,337 | 1 | 299 |
| British India | 71 | 12,337 | 106 | 18,146 |
| British Malaya | 39 | 5,655 | 3 | 613 |
| China | 132 | 21,085 | 1 | 420 |
| Java and Madura | 38 | 6,284 | .... | ..... |
| Other Netherland East Indies | 29 | 5,944 | 1 | 703 |
| Japan | 85 | 11,691 | 3 | 747 |
| Kwantung | 1 | 211 | .... | ..... |
| Philippine Islands | 5 | 676 | .... | ..... |
| Turkey | 35 | 4,888 | 4 | 613 |
| Australia | 206 | 13,750 | 29 | 3,070 |
| British Oceania | .. | ..... | 6 | 3,693 |
| New Zealand | 58 | 3,791 | 83 | 13,338 |
| Belgian Congo | .. | ..... | 3 | 427 |
| Union of So. Africa | 72 | 10,968 | 13 | 3,025 |
| Other British So. Africa | 6 | 347 | .... | ..... |
| Gold Coast | 22 | 3,358 | 1 | 362 |
| Nigeria | 1 | 150 | 20 | 2,583 |
| Other British W. Africa | .. | ..... | 1 | 142 |
| Egypt | 22 | 3,452 | .... | ..... |
| Algeria and Tunisia | 57 | 8,114 | .... | ..... |
| Other French Africa | 1 | 244 | 1 | 142 |
| Liberia | 1 | 95 | .... | ..... |
| Morocco | 28 | 5,265 | 12 | 1,927 |
| Mozambique | 4 | 752 | .... | ..... |
| Canary Islands | 26 | 4,281 | .... | ..... |
| Total | 7,356 | $1,042,046 | 1,403 | $249,365 |
| Hawaii | 98 | $ 15,469 | 13 | $ 4,124 |
| Porto Rico | 30 | $ 7,300 | 4 | $ 1,116 |

# PERSONALITY PRIZE WON BY PRETTY G. E. EMPLOYEE

**Cleveland, Ohio**—A young woman employee of the electric refrigeration department, General Electric Company, has won the honor of being adjudged the girl with the best personality in northeastern Ohio. As a result she wins a free six-weeks' trip to Paris, France.

In connection with the Gordon Bennett International Balloon Races, The Cleveland Press conducted a personality contest. Girls were asked first to submit photographs. More than 5,000 entered the contest and from the photographs 100 were selected, from which one girl and five maids of honor were chosen. Miss Julia Grosscup, stenographer in the sales promotion division of the electric refrigeration department, was selected from the 100 as the girl with the best personality, while Miss Arleda Dietzel, also of the sales promotion division, was chosen as one of the five maids of honor.

Miss Grosscup, in this preliminary contest, was chosen to represent Cuyahoga county in the final contest. Girls representing eleven other northeastern Ohio counties were selected, while 28 girls were selected to represent each of 28 nationalities. From the 40 girls, Miss Grosscup was chosen as the one with the best personality.

Julia Grosscup

As such she was called "Queen of the Balloon Races" and headed the greeting committee to welcome pilots in the international races starting from here on Labor Day.

With girls from other sections of the country, winners of other contests, Miss Grosscup will join the "Gloria Swanson Party" to Paris some time in November.

## NEW SERVEL DISTRIBUTOR FOR WASHINGTON

**Washington, D. C.**—J. H. Westerman, 507 Rhode Island Ave., distributor of Frick ice machines of the ammonia type, announces the formation of a new firm and the addition of Servel commercial refrigeration.

The new firm will be known as "Servel Refrigeration Distributors." Headquarters will remain at the same location as previously occupied by the old firm.

Mr. Westerman, who will head the new firm, is an experienced refrigeration man, well known in the industry in and about Washington. Associated with him will be T. B. Moates, formerly with Colonial Wholesalers, Inc., which firm was Servel distributor until the appointment of Mr. Westerman.

An active sales force will be organized, which will concentrate entirely on commercial sales in the city of Washington and vicinity. Dealers will be appointed to represent the Servel line in the cities adjacent to Washington.

BUHRING
WATER PURIFIERS
have been sold since 1891. During these 39 years they have been imitated in appearance, but never equalled in quality and performance.
GUARANTEED to remove taste, color and odor
*For Information Write*
BUHRING WATER PURIFYING CO.
40 Murray St., New York City
REPRESENTATIVES: Allen-Buhring Water Purifying Service, Chicago, Ill.; Boston Filter Co., Boston, Mass.

## NEW RECORDS FOR REX COLE

**New York, N. Y.**—Four hundred and fifty-seven General Electric refrigerators were delivered for apartment house installation in one day here by Rex Cole, Inc., metropolitan distributors. August 25 was the record day.

Four days later, on August 29, an order for 243 General Electrics was obtained by Clarence J. Robbins from Alexander H. McRae, president of the McRae Construction Company. Of these, 114 will be installed at 33 Riverside Drive and the remainder at 585 West End Avenue.

The large Rex Cole fleet of trucks is refrigerators in all parts of metropolibeing kept busy these days delivering tan New York. To deliver 457 machines in one day is a huge task.

## MUSIC HOUSE MAKES GOOD START

**Atlanta, Ga.**—Two recent Copeland installations of which the Phillipps & Crew Piano Co. of this city are proud have been made in McClure's Market and a new 20-apartment building on Parkway Drive. Phillipps & Crew took on representation of Copeland refrigerators a short time ago. During the fall months sales of Copelands will be pushed and the company hopes to make a good showing for its first year in this field.

A multiple system serving all 20 apartments comprised the latter installation. The first-mentioned job consists of a Copeland 1½ h. p. unit with Larkin coils, which refrigerates a walk-in cooler and a 12-foot Warren display case.

## TEMPRITE MULTIPLES IN DIXIE INSTALLATION

**Welsh, W. Va.**—A recent order for Temprite wall fixtures and coolers, model No. 110, was sold by the Jones-Cornett Electric Company, local Kelvinator dealer. The installation was a small office building and required three bubblers.

ENDURING-
RUGGED-
SILENT
Built with the precision and care of a fine watch, the Leland Motor is enduring, rugged and dependable. It is so quiet that, standing three feet away, you cannot detect a sound. Investigate the exclusive features that make the Leland the best motor yet developed for electric refrigeration. Available in various fractional sizes.
The Leland Electric Co.
Dayton Ohio, U. S. A.

Distributors of ammonia equipment have taken to SERVEL

*they like its sturdy, rugged construction*

MEN who have handled the giant ammonia installations for years, thoroughly understand the requirements of the great commercial market.

They have urgently needed smaller machines to take care of customers who require less than 1400 pounds ice melting equivalent. But these men, accustomed to the use of a colder refrigerant, to high factors of safety and dependability and to extremely heavy construction, found it hard to place equal confidence in the average moderate capacity machine of much lighter build.

During the last six months an impressive number of the leaders in this group have become Servel distributors.

They appreciate its sturdier strength, its greater dependability. They know that the expertly engineered Servel units mean not only greater satisfaction on the part of their customers, but considerably less service expense.

You can profit by this pronounced trend and put yourself in position to close hundreds of profitable commercial deals in your territory.

Write and learn whether the Servel Franchise in your district is still open.

SERVEL

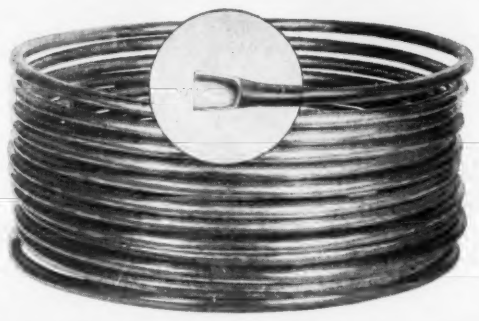
SERVEL SALES INC.
EVANSVILLE, INDIANA

HUNDREDS OF PROSPECTS FOR SERVEL COMMERCIAL INSTALLATIONS

*Meat Markets* — *Dairies*
*Grocery Stores* — *Bakeries*
*Hotels* — *Drug Stores*
*Restaurants* — *Florists*
*Cafeterias* — *Hospitals*
*Ice Cream Dealers* — *Confectioners*

# DEHYDRATED WOLVERINE SEAMLESS COPPER TUBING

**Highest quality seamless copper tubing—perfectly dehydrated and solder-sealed—made to A. S. T. M. Specifications (B 68-27T)—ready for quick installation. Send your production requirements for quotations, or wire for rush shipment from stock.**



**WOLVERINE TUBE CO.**

SEAMLESS COPPER BRASS & ALUMINUM

1491 Central Ave Detroit, Mich.

Phone Cedar 5000

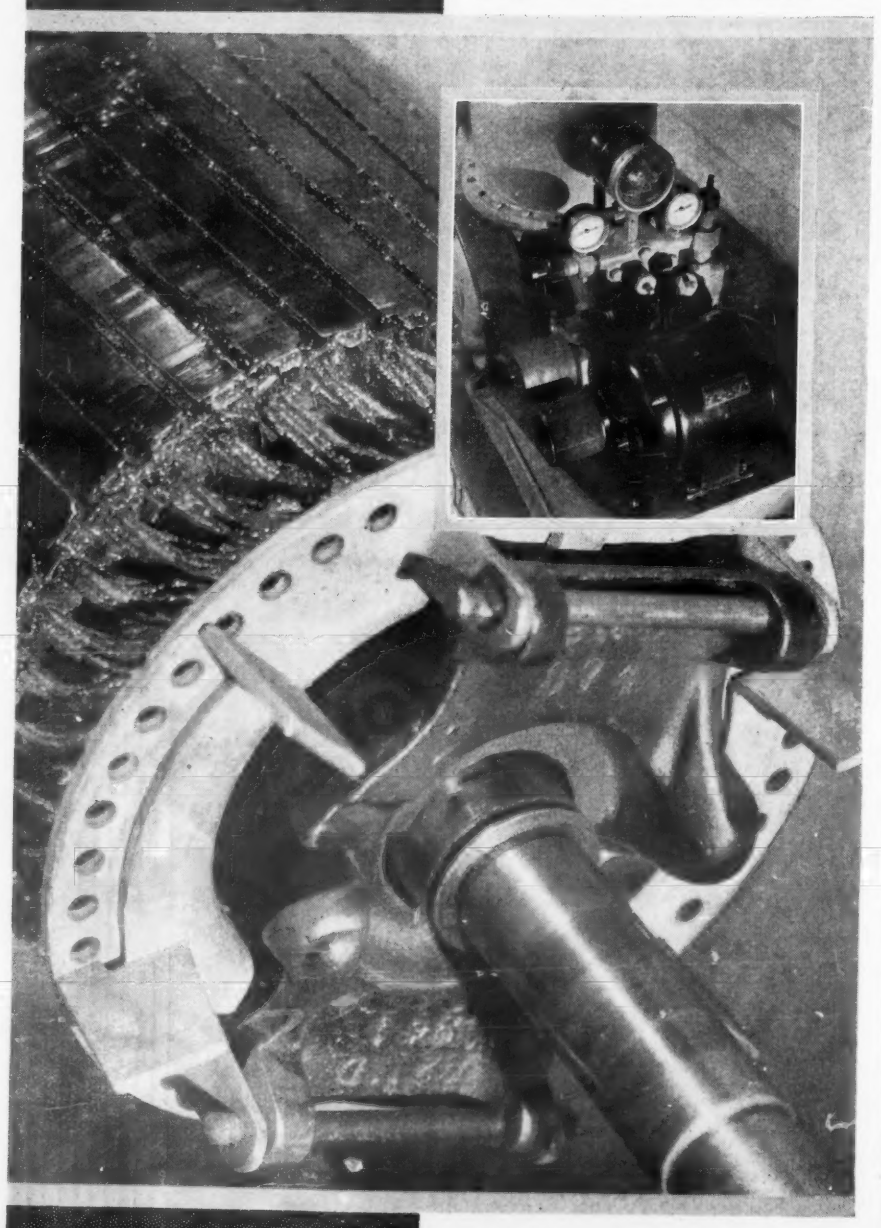
Export Department—H. M. Robins Company, 120 Madison Avenue, Detroit, U. S. A.
*Cable Address:* Robns, Detroit

Sales offices in all major cities. Stock available at Los Angeles, 224 E. 11th St. Write or wire for name of nearest representative.



# Small Motors Heavy Duty

The small motor now must give long life of efficient trouble-free service even when working continuously. Wagner Motors have met the modern requirements . . . Wagner Motors lead for quietness, efficiency, long-life bearings and compact, high-quality construction. Check your strictest motor requirements with the latest Wagner Motor developments.



**Wagner, Quality**

Wagner builds every commercial type of motor and can recommend without prejudice.

Literature on Request

WAGNER ELECTRIC CORPORATION

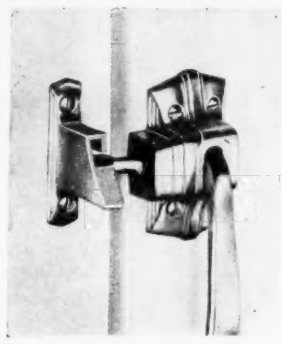
6400 Plymouth Ave., St. Louis

Sales and Service in 25 Cities

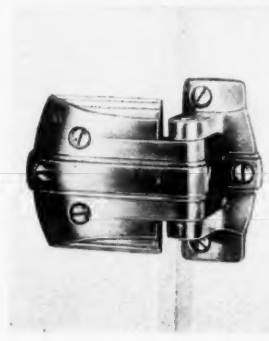
PRODUCTS . . . FANS: DESK, WALL, CEILING
TRANSFORMERS: POWER, DISTRIBUTION, INSTRUMENT
MOTORS: SINGLE-PHASE, POLYPHASE, DIRECT CURRENT

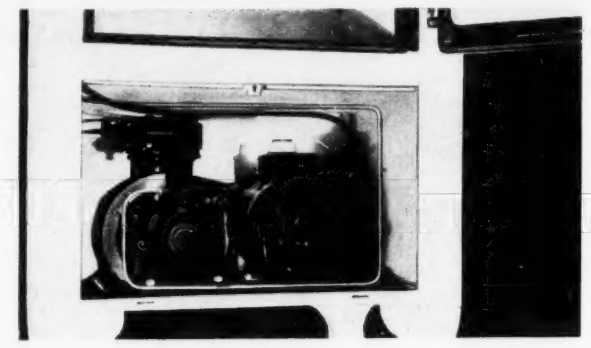
61-7582-6


# *New Yukon Model Brings Kelvinator Into Low Price Field*



(Above)—Close-up of lock and strike of die-cast Butler chrome-plate. Door closes tightly whether lightly pushed or slammed. The door hinge at the right shows the beauty and sturdiness of the die-cast Butler chrome-plated hardware.

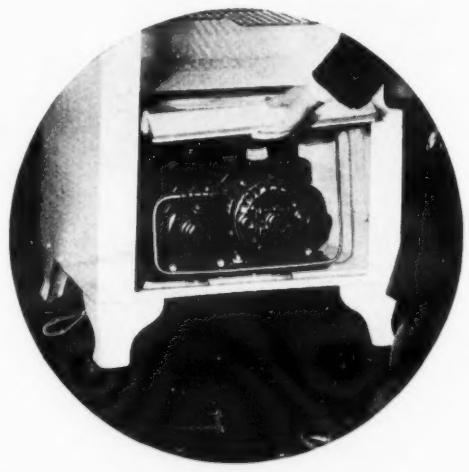




**The Yukon**

The Yukon model which Kelvinator introduced at national showing day on September 10th.

(Above)—The Yukon, Kelvinator's latest contribution, has the condensing unit so installed that it is very accessible at all times. Its compact machine compartment in the base is of convenient size to permit adjustment of working parts.



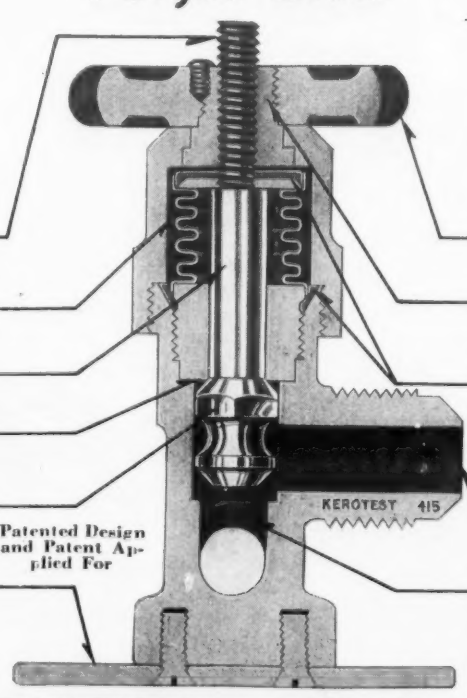
(Left)—Removing the front panel center, preparatory to taking out refrigerating unit. (Right)—The cold storage plate and defrosting switch, conveniently located on the cooling unit.

# KEROTEST

*Forged Brass*

**BELLOWS PACKLESS**

**MANIFOLD VALVES**




**TYPE 415**

- Number of threads exposed above handwheel indicates distance valve is open.
- Eight convolution bellows designed to be in its normal free length when valve is in open position, eliminating tension.
- Stem is of non-corrosive hard bronze rod.
- Metal to metal back seat is made when valve is in full open position.
- Hexagon head on stem fitted into hollow hexagon chamber in valve body—eliminates torsional strain on bellows or soldered joints.
- Holes in mounting flange accessible for attachment to knockout box.

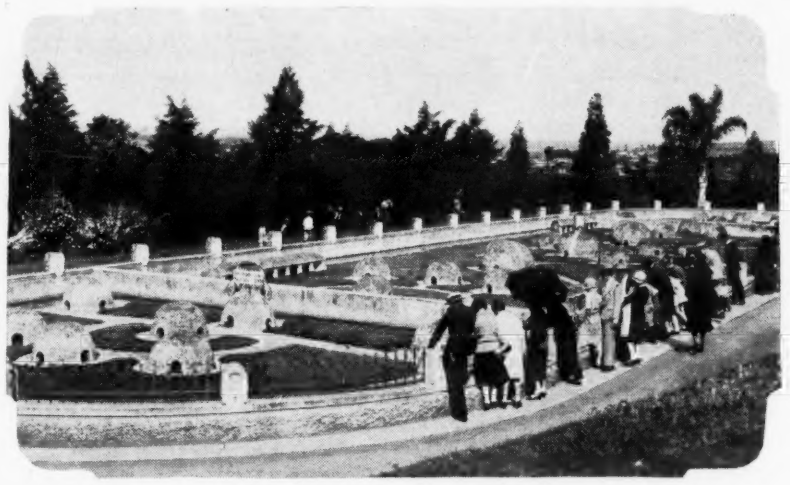
**TYPE 415**

- Forged Brass Handwheel formed for convenient grip.
- Rotatable bushing securely threaded and locked with screw.
- Generous amount of solder used in wells of correct design—non corrosive flux employed in soldering.
- Valve only 3 ½" high when full open.
- Maximum size ¼" SAE male flare.
- Full unobstructed openings—equal to inside diameter of copper tubing.

**KEROTEST MFG. CO.**

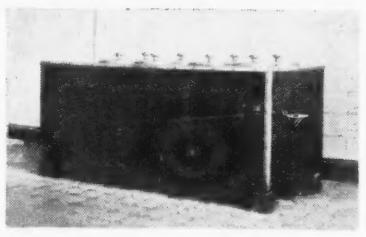
**PITTSBURGH, PA.**

## Serums Safely Stored



**Sao Paulo, Brazil**—This city has one of the most unique farms in the world—a snake farm. It is one of the show places and the mecca of travelers, who spend much time watching the reptiles wiggle in and out of the nests which have been provided for them. They cannot escape. They are captives, and the poison they emit is carefully preserved for the benefit of the human race. The serums taken from the inhabitants of the Sao Paulo snake farm are kept in condition in a Kelvinator ice cream cabinet until needed. The cabinet is of the eight-hole variety and provides sufficient room for a large storage of serums.

Kelvinator cabinet protects precious serums.



### COPELAND PLAYS ROLE OF SCIENTIST

**Mt. Clemens, Mich.**—Electric refrigerators are now being adopted by scientists for use in laboratory work. The Rockefeller Foundation has purchased a Copeland Model A-45 for use as the bacteriological incubator at Bahi, Brazil. This unit will be used in the study of fever-breeding mosqutos and in experiments for the prevention of yellow fever.

A similar installation was recently made by the Department of Health of Santa Barbara County, California. Two specially equipped Copeland A-45 models were selected for the department's laboratory work. The installation was made by the Domestic Specialties Company, Copeland distributors for Los Angeles.

The mechanism of these laboratory cabinets is changed but little from the fundamental Copeland design. In operation, however, the units differ greatly from the customary electric refrigerator. These units are equipped with the standard one-sixth horsepower condensing unit and an adaptation of the Copeland-Larkin cooling coils. The cabinets must maintain temperatures as high as 110° and yet be adjustable to as low as 30°.

### SHOW WINDOW SNOW

**Cincinnati, Ohio**—The coolest looking place in Cincinnati during the torrid months of July and August, when the thermometer hovered around 100 degrees, was the window of the Milnor Electric Refrigeration Co., at 129 Government Square. By a clever arrangement of an electric fan, concealed in a refrigerator, which blew a cloud of white confetti about in the window, a mock snow storm was staged which attracted much attention and gave each passerby a pleasurable feeling of coolness.

### ELECTROLUX CONTINUES TO TOPPLE SALES MARKS

**Evansville, Ind.**—Retail sales of Electrolux units here during the past three weeks equaled the volume of retail-sales during the entire year of 1929 according to Edward McGinness, sales supervisor, Electrolux sales division, Southern Indiana Gas and Electric company, distributor.

The extraordinary record was realized by a special summer sale, just concluded. An offer of $20 for each old refrigerator was an effective means of attracting new Electrolux buyers.

### TO PUSH KELVINATOR SALES IN TACOMA

**Tacoma, Wash.**—M. L. Pershing, who has had several years' experience in the electric refrigeration field, has been appointed as manager of the electric refrigerator department of Schoenfeld's large furniture store at Tacoma. This company has been pushing the sale of domestic and commercial Kelvinators and reports good business gains.

### COPELAND-CHICAGO IN NEW QUARTERS

**Chicago, Ill.**—The Copeland Refrigeration Co. of Chicago, formerly located at 410 N. Michigan Avenue, Wrigley Building, has opened a new showroom and offices at 160 E. Illinois Street. The new quarters are directly back of the Medinah Athletic Club.

Due to the increased volume of business and the intensive campaign work the company has been doing in the commercial field, necessitating an increase in the selling force, H. T. Kessler, manager, found it imperative to seek larger quarters.

### ICE-O-MATIC STARS

**Derby, Conn.**—Through a tie-up with the Tri-City Electric Company, the Commodore Hull Theatre in this city gave away an Ice-o-Matic electric refrigerator as a door prize.


**E.T.L. Service** for Domestic and Commercial Electric Refrigeration

Testing and experimental laboratory service for Manufacturer, Distributor, Central Station—Test data exclusive property of client.

ELECTRICAL TESTING LABORATORIES

80th Street and East End Avenue, NEW YORK CITY, N. Y.

DRY AS SAHARA

**Sulphur Dioxide! For Direct Charging!**

Every Container Analyzed "Pure" Bone Dry . . . Cylinders 2 to 150 lbs

ANSUL Chemical Co. MARINETTE, WIS.

Also . . . . Ton Drums—Tank Cars.

# In 4 months SPRINGFIELD hangs up a new record with ELECTROLUX

SPRINGFIELD, MASSACHUSETTS—nicknamed "the city of homes"—is fast going Electrolux!

During the past four months, builders and owners have chosen Electrolux for 17 of Springfield's most modern apartment houses. And by their choice they have proved once again the widespread recognition of the quick-rental value of Electrolux-equipped apartments.

For it is not in Springfield alone, nor in any one particular section of the country, but from coast to coast—from Portland, Oregon, to Boston, Massachusetts—that prominent builders and owners show their preference for gas refrigeration by installing Electrolux—time after time—in their finest homes and apartments.

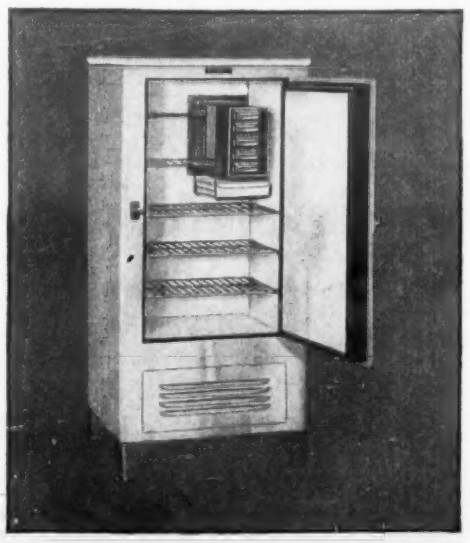
Housewives want the absolute silence which only Electrolux gives. Electrolux cannot make a sound, because a tiny gas flame and a small flow of water do all the work. No moving parts to cause friction or vibration. Then, too, there is nothing to wear out, need oiling, or cause trouble.

Photo by Ewing Galloway

SPRINGFIELD SWINGS TO ELECTROLUX. *Finest modern apartments in this New England city install silent, inexpensive gas refrigeration*

Housewives appreciate this dependability of Electrolux. And, of course, they want the big saving Electrolux makes possible on ice-bills and food kept fresh longer.

Every home . . . every apartment house—new and old . . . is *your* market for Electrolux. Electrolux is the choice of builders and architects. It is also the tenant's choice. Take advantage of the opportunity which Electrolux offers for the biggest sales increases in the history of automatic refrigeration! Electrolux Refrigerator Sales, Inc., Evansville, Ind.



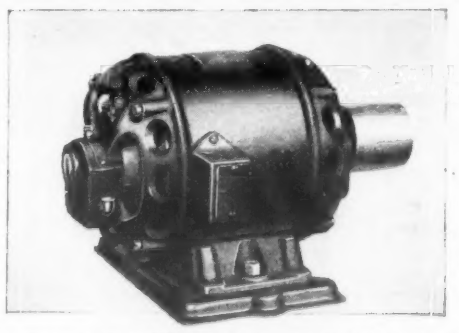
*The popular Kitchenette Model Electrolux, one of the many models which will increase your domestic load approximately 1500 cu. ft. a month.*

ELECTROLUX

THE *Gas* REFRIGERATOR

*A tiny gas flame takes the place of all moving parts*

THEY KEEP A-RUNNING



*¼ Horse Power Century Type RS Repulsion Start Induction Single Phase Motor*

## Exclude Dust and Dirt — Protect Bearings Against Abrasive Wear

The bearing housings of Century Sleeve Bearing Motors are protected against the entrance of dust, dirt, and abrasive particles by brass dust caps and collars, which make the housings as nearly dust-tight as it is possible to build them.

Additional protection is afforded by the Century Wool Yarn System of Lubrication—which is standard equipment on all 1 horse power and smaller size sleeve bearing motors. The use of continuous unbroken strands of pure yarn assures complete filtering of the oil before delivery to the bearing surfaces, and permits at least one year's 24 hour per day operation without re-oiling.

Type RS Motors are built in all standard sizes from ⅛ to 40 horse power.

CENTURY ELECTRIC COMPANY

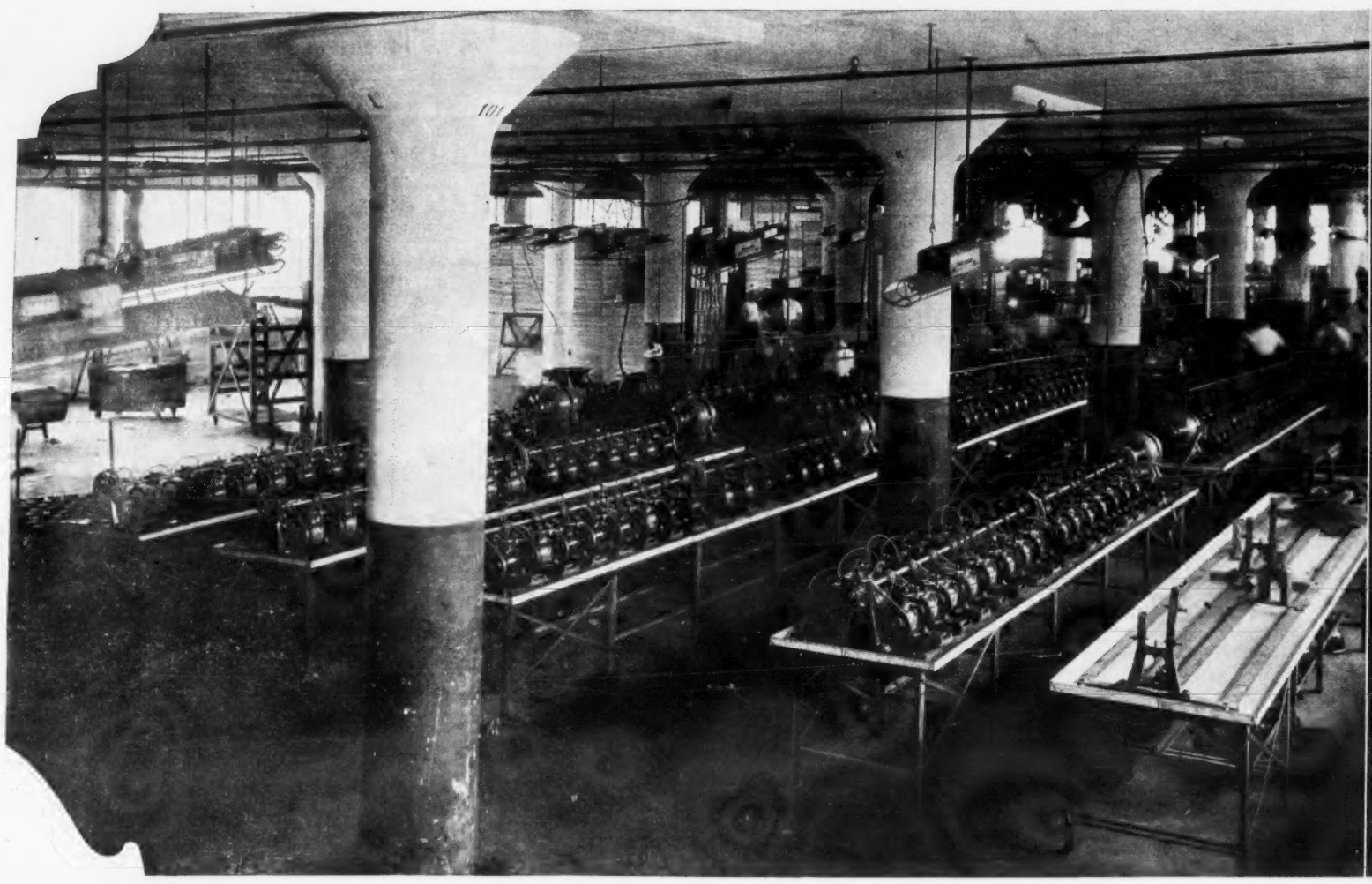
1806 PINE ST. - ST. LOUIS, MO.

*40 U. S. and Canadian Stock Points and More Than 75 Outside Thereof*

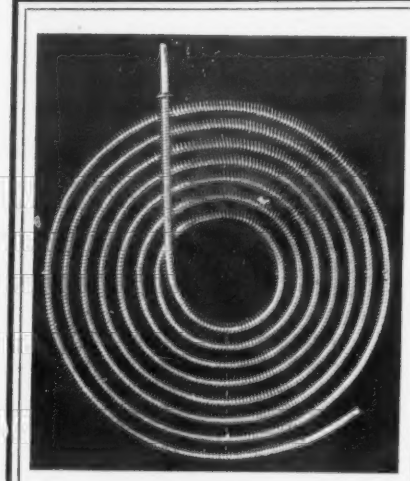
Century MOTORS

FOR MORE THAN 26 YEARS AT ST. LOUIS

# High Pressure Production Program at Kelvinator



**PATENTS**
Searches, Reports, Opinions by a Specialist in REFRIGERATION
**H. R. VAN DEVENTER**
Solicitor of Patents - Refrigeration Engineer
342 MADISON AVE. NEW YORK



**Specify**
**ROME-TURNEY CONDENSERS**
Made of heavy gauge deoxidized seamless copper tube. One-piece construction. High efficiency. Designs for all requirements and conditions.
**Rome-Turney Radiator Co.**
ROME, N. Y.

## G. E. REFRIGERATORS FOR BIG CINCINNATI APARTMENT

**Cincinnati, Ohio**—The Milnor Refrigeration Company, 129 Government Square, Cincinnati, has obtained the order for 72 General Electric Refrigerators for the new Ravenwood Apartments, Erie Ave., Hyde Park, of which Alf. E. Anderson is the architect and builder.

The Milnor Refrigeration Company recently equipped the South Crescent Apartments, Reading Road, Avondale, with 24 P. L. 95, General Electric refrigerators, and the Lyric Theater, 508 Vine St., with 9 General Electric water coolers.

## CHICAGO UTILITY TO SHOW ITS WARES

**Chicago, Ill.** — The Commonwealth Edison Company is busy on elaborate plans for the exhibition of its products during the Manufacturers Exposition to be held the week of September 15th. All of the products marketed by the Commonwealth Company, including Kelvinator, will be displayed on its own floors during the exposition, which is an annual affair.

## WESTINGHOUSE ADDING MORE OUTLETS

**New Haven, Conn.**—Norman K. Fuller, sales promotion manager for the Connecticut Electric Refrigerating Company, 149 Temple Street, Westinghouse distributors for Connecticut, is appointing a number of dealers in the concern's territory. The company maintains its own showrooms at the New Haven address and at Hartford. Dealers appointed to date are as follows: Borough of Groton Water and Electric Department, Groton; Stamford Gas & Electric Company, Stamford; J. P. Banks, Bethlehem; C. E. Foerch, Clinton; Jackson-Marvin Hardware Store, New Haven; J. S. Nielsen Company, New Haven; R. W. Tone, Hamden; Post Office Drug Store, Watertown.

## TEMPRITE AND THERMOS CO-OPERATE

**Detroit, Mich.** — Recently, Temprite models No. 350-I, equipped with specially designed cooling units, have been installed in the garages of the Detroit Edison Company.

The model 350-I is a standard cabinet, except for the Detroit Edison Company's use, they were equipped with a faucet on one end.

The Detroit Edison Company has a large number of service trucks traveling considerable distance from headquarters and a supply of palatable drinking water is necessary for the workmen. For this reason, the faucet was required, so that five gallon thermos bottles could be filled and carried along in the trucks.

## WILDERMUTH HOST AT DEALERS' CONFERENCE

**Columbus, Ohio**—Judge Roy Wildermuth, President of Kelvinator Columbus, Inc., was host Thursday, August 14th, at a luncheon given for his dealers at the New Virginia Hotel. The meeting was one of optimism in regard to the trend in the electric refrigeration business in general, and Kelvinator in particular. New advertising and merchandising for the autumn season plans were discussed.

* * *

## NIGHT AND DAY SHIFTS ARE

**Detroit, Mich.**—To produce floor samples of a new model electric refrigerator for several thousand distributors and dealers and, at the same time build a sufficient number to meet an expansion of dealer outlets, each requiring a sample; and then to prepare for a demand to be created by an intensive advertising and sales promotion campaign, has taxed the production possibilities of the Kelvinator plant for several weeks.

The extraordinary manufacturing activity at Kelvinator has been occasioned by the necessity of meeting shipment orders for its regular line and by the building of a sufficient number of the new Yukon models to meet requirements.

It is not a difficult task to assemble the completed electric refrigerator. The elements are the cabinet, the condensing unit and the cooling unit, plus the movable equipment of the interior—shelves, ice cube grids, etc. That is not what takes the time. It is the rigid testing of the refrigeration units for perfection of performance. This requires concentration and alert inspection hour after hour. For this purpose Kelvinator has a corps of trained inspectors whose sole duty it is to "check and double-check" the refrigerating machines every little while for a week or more. The parts passed and okayed and assembled, the final duty is to make certain of the performance of the completed machine.

The inspectors at the Kelvinator plant, men long in the service and trained to know what is required, are competent to give the final word as to any machine or completed refrigerator with the units and all equipment installed, but they are not permitted in every instance to give the last word. Works Manager G. M. Evans and the chief of the Inspection staff, G. V. Pollard, are daily seen out on the lines personally inspecting the refrigerating units and the fully assembled cabinets as they proceed through their final tests.

The accompanying pictures give an idea of the high pressure production which is now in progress at the Kelvinator factory. The factory has been compelled to run night and day shifts some of the time lately. Probably no other manufacturing establishment in Detroit is busier, which speaks well for the stability of the electric refrigeration business.

These pictures were not made at a time most favorable for showing the greatest activity. That of the shipping conveyor had to be taken during the noon hour, when the lines were not moving, and the men were not at their respective places. However, the other

## H. W. PRIOR RETIRES AFTER ACTIVE CAREER

**Dayton, Ohio.**—H. W. Prior, for several years Dayton distributor for Frigidaire, has relinquished his post to retire from active business, it became known here September 1.

Mr. Prior headed the Dayton commercial and household divisions, the territory being one of the leading sales divisions of Frigidaire Corporation. Before becoming Frigidaire distributor in Dayton he was sales manager for Delco-Light Company. For many years he has been prominent in the business and civic life of Dayton.

It is understood that the Frigidaire sales department will manage the Dayton district selling organization until the appointment of a successor to Mr. Prior.

## KELVINATOR SYSTEM FOR KANSAS CITY APARTMENT

**Kansas City, Mo.** — The Gaylord Apartments on 27th and Troost Avenue, recently completed, will accommodate 130 tenants. G. N. Paris, the head of the apartment house department for the Western Kelvinator Company, sold 130 Kelvinators to the Gaylord owner, A. I. Morris.

In each kitchen the refrigerator is located under one end of the spacious cupboard ensemble, being balanced on the opposite side by the sink. A gas range completes the kitchenette.

Nine WR40 condensing units are housed in one room in the basement, four against one wall, and five against the wall opposite. The machines are mounted on slightly raised platforms.

## TWO COPELAND MULTIPLES FOR SEATTLE APARTMENTS

**Seattle, Wash.** — Among the several large installations made through the good work of D. A. Lane, general manager of the Copeland refrigeration division of Harper-Meggee, Inc., Fifth Avenue, Seattle, is the multiple Copeland system using a specially designed cabinet in the new apartment house at 710 Belmont Street. This system will serve twenty-nine de luxe apartment suites. Another system for 14 suites has been installed in the Berard Apartments.

SUPER
AUTOMATIC OIL HEATOR

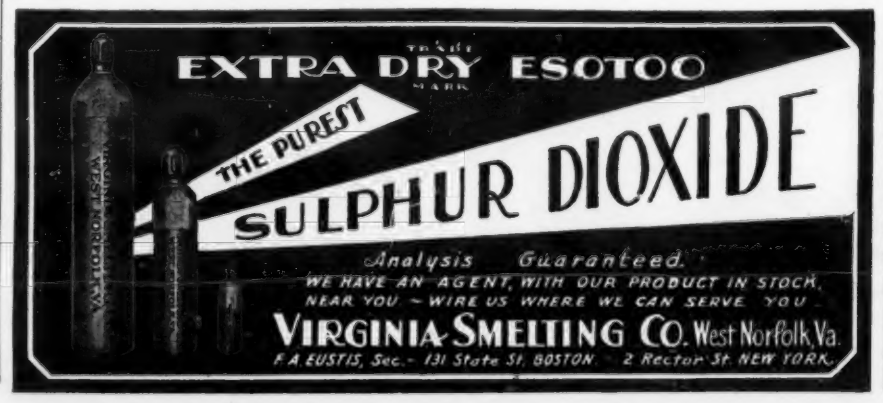
**The Same People**

who have food to keep cool have a house to keep warm. You might as well earn both profits.

The SUPER *Automatic* Oil Heator offers successful merchandisers of electric refrigerators an opportunity for double profits.

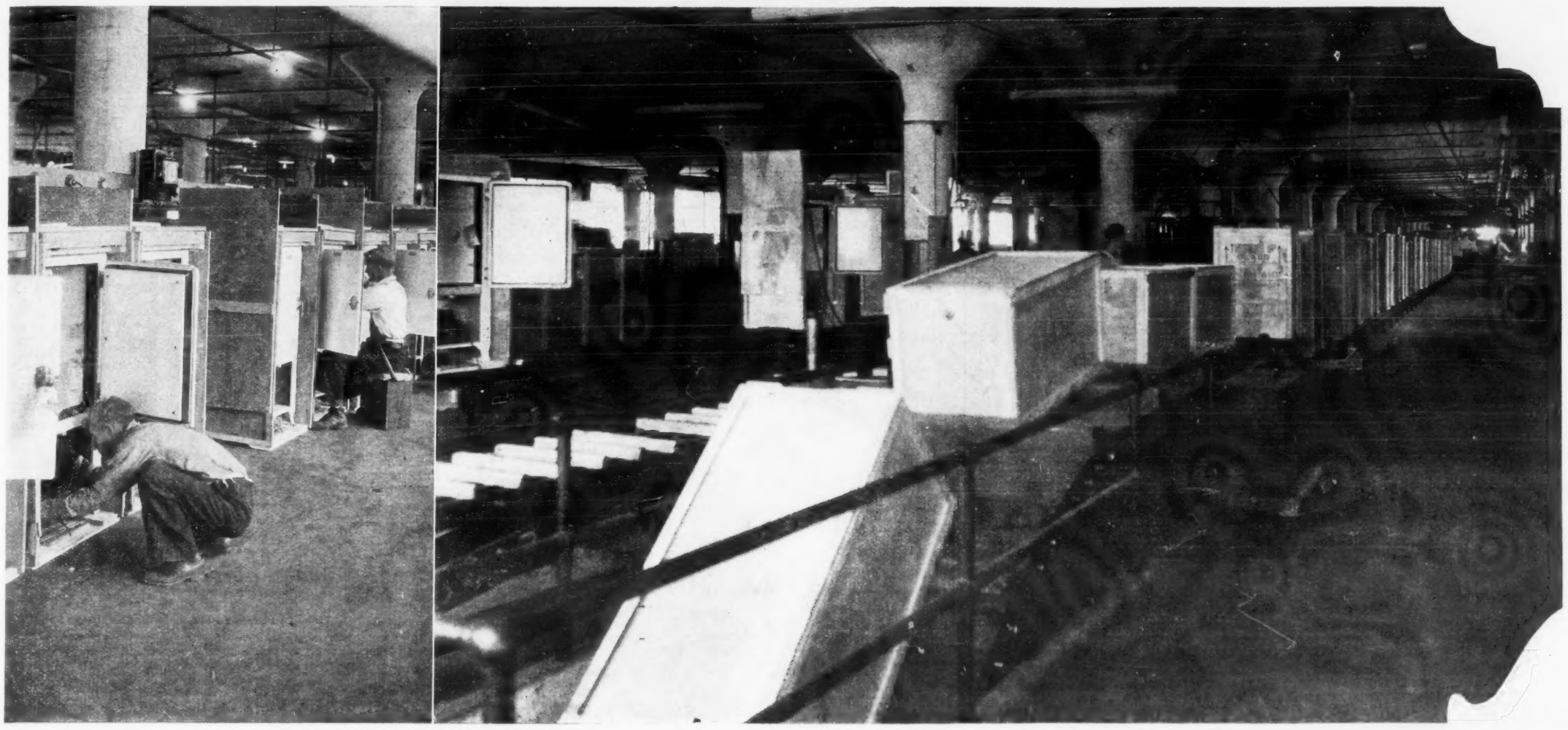
**THE SUPER OIL HEATOR CO.**
275 Connecticut Blvd.
**Hartford, Conn.**

REFRIGERATION RUBBER WARE
Manufacturers of molded insulation for commercial and domestic refrigerator cabinets. Materials and parts developed to meet the exacting requirements of refrigeration efficiency.
THE AETNA RUBBER CO.
ASHTABULA, OHIO


TRADE
EXTRA DRY ESOTOO
MARK
THE PUREST
SULPHUR DIOXIDE
Analysis Guaranteed.
WE HAVE AN AGENT, WITH OUR PRODUCT IN STOCK, NEAR YOU — WIRE US WHERE WE CAN SERVE YOU
VIRGINIA SMELTING CO. West Norfolk, Va.
F. A. EUSTIS, Sec.- 131 State St. BOSTON 2 Rector St. NEW YORK.

*Precision Built*
**VALVE** Needles
**VALVE** Seats
**VALVE** Mechanisms
*Four years of satisfactory service to the industry*
**Buerk Tool Works**
42 Pearl St. Buffalo, N. Y.

# Factory Adds New Yukon Model to Domestic Line



* * *

## NEEDED TO MEET DEMANDS

picture was taken under more favorable working conditions.

The cabinets come up on the moving conveyor all crated as they arrive from Grand Rapids. The first operation is to loosen the screws—an electric tool is used—and remove the front panel of the crate. This is not separated but stays with the job until the crate is sealed for shipment. Hanging handily, suspended on a moving conveyor, are the cooling units. These are seized and inserted in the cabinet as it progresses. Next, the condensing units, also brought to the assembly floor by conveyors, are put in place. By this time the cabinets are at the end of the first line.

This first line runs nearly the whole length of the factory floor, east to west, a distance of 400 feet. This assembly line has a capacity of 600 cabinets a day of nine hours. Right now it is running to capacity each working day. Everything which goes into the cabinet has been tried and tested—and will yet again be finally inspected on the second line, only a small section of which can be seen in the picture, where every "job" gets a nine-hour test before the crate is sealed and refrigerator passed on for shipment.

All of the Yukons are assembled and completed on the progressive assembly lines. On every other self-contained job, except the Yukons, the third progressive assembly line is for final cleanup and crating. The Yukons do not go to this third bend, but are taken into an adjoining section of the building where they receive a full week's test. Thousands of Yukons are tested and inspected in this room. And finally, when tests are completed and inspection declares them O. K., they are cleaned up, polished, and finally crated for shipment.

This room is an impressive sight. The lines with gleaming white cabinets set close together, occupy the whole length of the factory east to west. During the testing period their motors spin ceaselessly.

Each working day there are "jacked" in as many condensing units, with their motors, etc., as there are cabinets undergoing assembly for the day. These units are all operating at full speed. They are watched from time to time by workers who check them for perfection of operation. If found to be O. K. they are removed and run up on conveyors from the first to the second floor of the plant, there to be inserted in the cabinets. If, for any reason, they are rejected they are taken off of jacks and go back to another department for repair.

## MAXON AGENCY TO DIRECT GENERAL ELECTRIC ADVERTISING

**Cleveland, Ohio.**—The Maxon Company, Detroit advertising agency, which has handled the direct mail advertising of the General Electric Company, Refrigeration Department, during the last two years will also direct the magazine and newspaper advertising of the General Electric refrigerator, effective January 1, 1931. The Maxon Company has established a Cleveland office in the Hanna Building, on the floor immediately above the General Electric Refrigeration Department offices.

## COOLING OF U. S. CAPITOL SHOWN BY MODEL

**Washington, D. C.**—An exhibit showing a cross section of the Senate Chamber in the National Capitol, illustrating the way in which that hall is cooled, heated and ventilated, has been proposed for the Chicago World's Fair in 1933 as part of a display showing the development of refrigeration as a science during the past hundred years.

The proposal is contained in a report of the mechanical engineering section of the National Research Council Science Advisory Committee under whose direction all the mechanical engineering exhibits will be staged at the exposition. The National Research Council Science Advisory Committee is composed of about 40 dealers in all branches of American scientific achievement who, under the chairmanship of Dr. Frank B. Jewett, president of the Bell Telephone Laboratories, are developing plans to make the science display the main feature of the Chicago fair.

## FRIGIDAIRE - BALTIMORE ON THE JUMP

**Baltimore, Md.**—The local branch of the Frigidaire Sales Corporation has recently installed a number of electric refrigeration units in new retail establishments of this city.

Frigidaire units have been installed in the soda fountain placed by the Baltimore branch of the Liquid Carbonic Corporation, in the new and enlarged McCrory Stores Corporation branch in Baltimore, located at 225-229 West Lexington Street.

Frigidaire equipment has also been installed in the new and enlarged soda fountain in the Silver 5 and 10 cents to $1 stores at 315-19 West Lexington Street.

## FOOTBALL CHAMPIONSHIP FOR WESTINGHOUSE MEN

*(Concluded from Page 1, Column 3)*

country will receive gold championship footballs with a big "W" emblazoned on them.

The first games were played during the week of September 2 to 6, and the various teams were arrayed against each other as follows: Detroit vs. Philadelphia, Pittsburgh vs. New Haven, Louisville vs. Scranton, Boston vs. Cleveland, Nashville vs. Canton, Toledo vs. Cleveland.

Each team will play six games during the season, and the big games are being reserved for the last in true collegiate style. One of the contests that is exciting great interest throughout the organization is the late season game between New Haven and Scranton. It is rumored that the New Haven boys are going to drag in some ringers from the Yale Varsity and the Scranton team intends to call upon the vast resources of the International Correspondence Schools.

## ENGINEER FLIES HIS OWN PLANE

**Association Island, N. Y.**—A. R. Stephenson, Refrigeration Engineer, General Electric Company, flew his own Stimson plane from Schenectady, N. Y., to Camp Refrigeration. Mr. Stephenson purchased the plane about 15 months ago and has flown it over 30,000 miles.

## EVANSVILLE G. E. SALES FOR JULY TOTAL 52 UNITS

**Evansville, Ind.**—Despite the general depression, the Electric Refrigeration Co. rounded out a profitable month in point of sales for July. The month's total in retail sales here reached 52 G. E. units, according to F. R. Stevens, manager, Electric Refrigeration Company, 627 Main Street. All July sales were domestic units for individual homes and apartments, Mr. Stevens stated. June sales amounted to 61 individual sales.


**PATENTS**

**Secured for inventions relating to Refrigeration, Electrical Apparatus and Treatment and Handling of Foods and other important subjects.**

**MASON, FENWICK & LAWRENCE**

*Patent and Trade-Mark Lawyers*

**Established 1861 WASHINGTON, D.C.**

**TRADE MARKS**

**The Imitation Food Products Co.**

**(Branch of The Artistic Production Co.)**

**107 Lawrence Street**

**Brooklyn, N. Y.**

**Ask for our catalog of January 1, 1930. Direct sales only. "Indispensable with refrigerator display."**

**Filtrine**

Guaranteed **FILTERS** for Electric Water Coolers. *Pure, Clear Water.*

***FILTRINE***

**MANUFACTURING COMPANY**

**49 LEXINGTON AVE. Brooklyn, N.Y.**

*Manufacturers of FILTERS & COOLERS of all SIZES.*

*precision built*

*SPECIALIZING IN*

**REFRIGERATION COMPRESSOR ECCENTRIC and Crank Shafts**

MADE TO YOUR SPECIFICATIONS. SEND US YOUR BLUE PRINT — WE WILL SEND YOU OUR PRICES.

**MODERN MACHINE WORKS, INC.**

195 MILWAUKEE STREET DEPT. C. MILWAUKEE, WISCONSIN

*Model C-595. Green Krinlac or white lacquer finish. Storage space is 12½ in. long, 6 in. wide, 12¼ in. deep. Water supply from city main.*

*A New*

**WATER COOLER**

*by EBINGER*

*featuring*

**COLD STORAGE Compartment**

*. . . ideal for offices of all kinds.*

*Model C-396. Same choice of finishes. Equipped with storage compartment. Water supplied by bottled water.*

**Storage Compartment for Beverages**

An added step forward in cooler fountain convenience is now exemplified in these new EBCO COOLERS. The Storage Compartment cover is chrome plated, copper-insulated. Proper drainage is provided to prevent accumulation of condensation—thermal loss is reduced to a minimum.

The cabinets are attractive, completely insulated with corkboard applied with hydrolene. The faucet is a self-closing glassfiller valve with regulator and stops. All metal is chrome plated.

Don't fail to get full details on this newest type water cooler.

**NEW CATALOG**

**Just Off the Press**

*Send for your free copy.*

**THE D. A. EBINGER SANITARY MFG. CO.**

**COLUMBUS, OHIO**

VENTILATED CLOSETS

VENTILATED URINALS

**"EBCO"**

STEEL ENCLOSURES FOR TOILETS

CIRCULAR WASH FOUNTAINS

# PATENTS

## ISSUED AUGUST 5

1,771,998 — REFRIGERATOR DISPLAY CASE. John Edward Gloekler, Pittsburgh, Pa. Filed Nov. 3, 1928. Serial No. 316,955. 7 Claims. (Co. 312—140.)

1. In a display case, the combination of a floor structure including front and rear sills having notches therein, a plurality of spaced apart truss-frames, each of said frames consisting of an integral metallic member comprising vertical portions at front and rear attached at their bases to the floor structure in the notches of said sills and top portions connecting said vertical portions, a front wall mounted against the front vertical portions of said truss-frames, a rear wall mounted against their rear vertical portions, and a top closure supported by their intermediate portions.

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1,772,055—GEL AND METHOD OF PREPARING SAME. Ernest B. Miller and Gerald C. Connolly, Baltimore, Md., assignors to The Silica Gel Corporation, Baltimore, Md., a Corporation of Maryland. Filed Mar. 12, 1927, Serial No. 175,003. Renewed Oct. 19, 1929. 18 Claims. (Cl. 23—182.)

1,772,145—CREAM COOLER. Rollin E. Harter, Greenville, and George McNally, New Castle, Pa. Filed Aug. 31, 1927. Serial No. 216,628. 4 Claims. (Cl. 257—190.)

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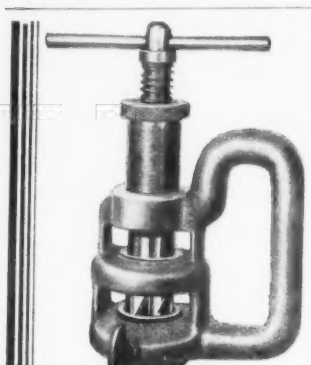
1,772,424 — FREEZING APPARATUS. Elton D. Kohr, York, Pa. Filed Apr. 1, 1930. Serial No. 44,792. 8 Claims. (Cl. 259—53.)

1. A freezing apparatus comprising, a stationary refrigerant container, a rotatable ingredient container within the refrigerant container, means for delivering ingredients to the ingredient container at the forward end thereof, means for conducting the ingredients from the rearward end of the ingredient container, a plurality of disks within the ingredient container, a plurality of combined agitator and tie rods connecting the disks together, and a scraper blade carried by the disks and extending at an inclination to the axis of the ingredient container for constantly working the ingredients toward the rearward end thereof, said combined agitator and tie rods being arranged eccentrically of the ingredient container and extending at inclinations to the axis thereof.

**Reseating Tool**

***New - Better - Faster***

A great deal of time and money can be saved by using a properly designed reseating tool for defective valve or fitting ends. A hardened 7-tooth cutter will quickly reseat or reface a fitting. Any size from ¼" to ⅝".

MANUFACTURED BY

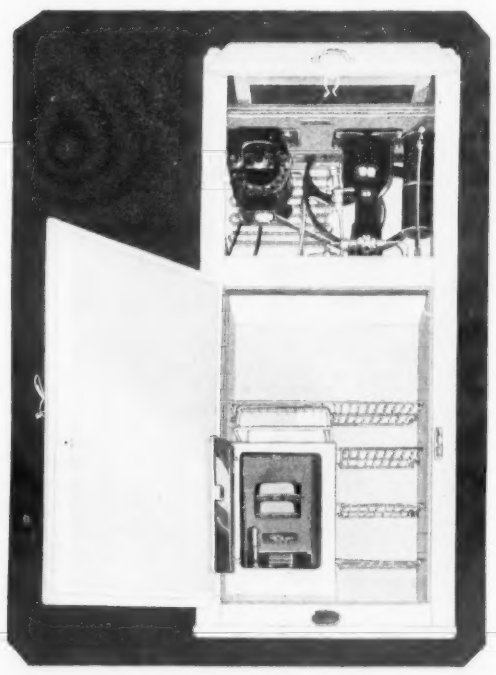
**C. M. SMILLIE & CO.**

520 E. LARNED ST. DETROIT



**The Leader Model Universal Cooler**

**~ ~ *gives* low cost quality refrigeration**



THE refrigerator prospect of today is looking for a bargain—which means, indirectly, that the dealer who is handling the Leader has everything in his favor. This quality refrigerator has pleasing lines, cold control, porcelain interior, satin finish hardware and eight square feet of shelf area.

It upholds the Universal high standards of quietness, economy and durability—is self-contained—shipped completely assembled, ready to be plugged into any convenient light socket—and retails at a surprisingly low price which allows a very fair margin of profit for the dealer.

(*Complete information on request.*)

**Universal Cooler Corporation**

**Detroit, Mich. - - - Windsor, Ontario, Canada**


1,772,443 — SOLENOID - OPERATED VALVE. Lewis W. Eggleston, Clarence Township, Erie County, N. Y., assignor to American Radiator Company, New York, N. Y., a Corporation of New Jersey. Filed Feb. 21, 1927. Serial No. 170,052. 13 Claims. (Cl. 137—139.)

## ISSUED AUGUST 12

1,772,456—ICE CREAM FREEZER—Clifford E. Cole, Birmingham, Ala., assignor, by mesne assignments, to Nineteen Hundred Corporation, Binghamton, N. Y., a Corporation of New York. Filed Nov. 5, 1928. Serial No. 317,447. 9 Claims. (Cl. 259—53.)

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1,772,559—CONCEALED HINGE FOR REFRIGERATORS AND THE LIKE. Joseph Soss, New York, N. Y. Filed July 20, 1926, Serial No. 123,766. Renewed Nov. 5, 1929. 6 Claims. (Cl. 16—164.)

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1,772,560—HINGE. Joseph Soss, Brooklyn, N. Y. Filed Oct. 8, 1927. Serial No. 224,852. 9 Claims. (Cl. 16—128.)

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1,772,618—ANTIFREEZING LIQUID. Henry Gustav Schmidt, American Fork City, Utah. Filed Aug. 22, 1929. Serial No. 387,812. 2 Claims. (Cl. 252—5.)

1. A composition for lowering the freezing point of cooling systems comprising an aqueous solution of sodium chloride, sodium nitrate, magnesium sulphate, sugar, iodine, oil of Mentha crita, and glycerine.

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1,772,667—REFRIGERATING MACHINE. Rasmus M. Hvid, Chicago, Ill. Filed Oct. 25, 1927, Serial No. 228,511. Renewed Jan. 6, 1930. 4 Claims. (Cl. 230—234.)

1. In an ice machine, the combination of upper and lower casing members, each of generally hemispherical shape, and a separate intermediate wall, said upper and lower members having angularly spaced cars, said three parts having abutting, co-operating grooves and flanges, gaskets between the abutting portions, and bolts engaging the respective lugs and adapted to pull the three parts into gas-tight abutting relation.

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1,772,991 — REFRIGERATING APPARATUS. John Ralph Fehr, Dayton, Ohio, assignor, by mesne assignments, to Frigidaire Corporation, a Corporation of Delaware. Filed Dec. 2, 1926. Serial No. 152,264. 11 Claims. (Cl. 62—95.)

7. A cooling unit for mechanical refrigerators comprising a header, a plurality of individual duct loops connected with the header in parallel circuit relation, certain of said loops each having downwardly extending leg arranged at one side and relatively near the vertical axis of the header and a leg arranged on the same side of the header but relatively more remote from said axis, and means for delivering liquid refrigerant to the header and for conveying gaseous refrigerant therefrom.

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1,773,079 — METHOD OF PREPARING FOOD PRODUCTS. Clarence Birdseye, Gloucester, Mass., assignor, by mesne assignments, to Frosted Foods Company, Inc., Dover, Del., a Corporation of Delaware. Filed June 18, 1927, Serial No. 199,693, and in Australia and New Zealand July 13, 1926. 26 Claims. (Cl. 62-114.)

1. A method of packaging and preserving food which consists in first packing the food in the container in which it is to be marketed and freezing the same under pressure applied to substantial surface areas of the packed container.

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1,773,080—ANIMAL FOOD PRODUCT. Clarence Birdseye, Gloucester, Mass., assignor, by mesne assignments, to Frosted Foods Company, Inc., Dover, Delaware, a Corporation of Delaware. Filed June 20, 1927. Serial No. 200,047. 2 Claims. (Cl. 99—14.)

1. An article of manufacture, comprising a marketable package containing frozen animal tissue which has been frozen in the package and which fills said package with a minimum of air voids, said package being substantially no greater in thickness than the same package before having been frozen, the contained animal tissue having in its frozen condition substantially the same cellular structure as it had before it was frozen and retaining its pristine qualities and flavors.

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1,773,081 — REFRIGERATING APPARATUS. Clarence Birdseye, Gloucester, Mass., assignor, by mesne assignments, to Frosted Foods Company, Inc., Dover, Del., a Corporation of Delaware. Original application filed June 18, 1927, Serial No. 199,693. Divided and this application filed July 7, 1928. Serial No. 290,976. 50 Claims. (Cl. 62—104.)

1. An apparatus for freezing foods comprising two heat conductive plates supported in spaced relation and adjustable in their spaced relation to engage and compress between them food products of varying thicknesses, and means to maintain said plates at a freezing temperature while engaging said food therebetween, whereby said food is frozen through the agency of said plates.

## ISSUED AUGUST 19

1,773,191—ICE CREAM CABINET. Roy A. Manning, Rutland, Vt., assignor, by mesne assignments, to Manning Manufacturing Company (Incorporated), Rutland, Vt., a Corporation of Vermont, and Brooks Cabinet Company, Inc., Norfolk, Va., a Corporation of Virginia. Filed Sept. 20, 1927. Serial No. 220,709. 4 Claims. (Cl. 62—75.)

1. In combination, refrigerating means having a wall made of conductive material and having a substantially horizontal shoulder intermediate the top and bottom thereof, and a can having a bead adapted to rest upon the said shoulder.

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1,773,213 — REFRIGERATING APPARATUS. Michael H. Ackerman, Mansfield, Ohio, assignor of one-half to Louis C. Sickel, Caledonia, Ohio. Filed May 2, 1928. Serial No. 274,588. 16 Claims. (Cl. 62—115.)

1. In refrigerating apparatus a housing including a pipe, plates within and welded to the pipe for dividing the interior of the pipe into an ammonia receiver, a crank case and a combined gas chamber and scale trap, tubing connected to one of said plates and projecting from one end of the housing and constituting a cylinder, a sleeve connected to and surrounding the projecting end of the cylinder and extending therebeyond, the end of the cylinder constituting a valve seat and the projection portion of the sleeve constituting a valve guide.

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1,773,249—CONDENSER. Henry M. Yeager, Buffalo, N. Y., assignor to Fedders Manufacturing Company, Inc., Buffalo, N. Y., a Corporation of New York. Filed Aug. 21, 1928. Serial No. 301,070. 2 Claims. (Cl. 257—255.)

1. A condenser comprising a coil having a plurality of convolutions forming main stretches and turns connecting corresponding ends of said stretches, and fins mounted on said stretches and each provided with a plurality of slots, each turn of the coil passing through one of said slots and opposite ends of each slot engaging with the outer side of adjacent stretches of the coil each of said fins being provided between the ends of each of its slots with wings which are displaced in the formation of the respective slot and which are bent into line with each other and into engagement with the opposing inner sides of the respective main stretches after the fin has been passed over the same.

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1,773,273—METHOD OF MAKING GELS. Ernest B. Miller, Baltimore, Md., assignor to The Silica Gel Corporation, Baltimore, Md., a Corporation of Maryland. Filed Mar. 13, 1926, Serial No. 94,620. Renewed Nov. 1, 1929. 12 Claims. (Cl. 23—182.)

10. The method of making silica gel which consists in mixing with thorough stirring solutions of a soluble silicate and an acid of such concentrations and amounts that the mixture will set to a hydrogel on standing, allowing the mixture to set, washing the hydrogel with hot water, treating with sulphuric acid, again washing with hot water, and then removing most of the water.

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1,773,283—COOLING UNIT FOR REFRIGERATING SYSTEMS. Franklin G. Slagel, Buffalo, N. Y., assignor to Fedders Manufacturing Company, Inc., Buffalo, N. Y., a Corporation of New York. Filed May 13, 1929. Serial No. 362,637. 3 Claims. (Cl. 62—95.)

1. A cooling unit comprising a vaporizing tank, two longitudinal rows of tubes extending downwardly from the underside of the tank, each row of tubes having pairs of straight tubes which are connected at their lower ends by vertical turns so that each pair of straight tubes and the vertical turn connecting the same form a loop, and each row of tubes also containing two angular tubes each of which has a vertical part arranged between one of said pairs of straight tubes and an inwardly extending horizontal part, the inner ends of the horizontal parts of adjacent angular tubes being connected by a turn.

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1,773,460 — COMBINED REFRIGERATING AND FREIGHT CAR. Patrick J Kelly, Chicago, Ill. Filed June 21, 1928. Serial No. 287,290. 1 Claim. (Cl. 62—19.)

## ISSUED AUGUST 26

1,773,912—CONTINUOUS FREEZER. Albert T. Light, Brooklyn, N. Y., assignor to York Ice Machinery Corporation, York, Pa. Filed June 9, 1926. Serial No. 114,672. 12 Claims. (Cl. 62—114.)

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1,774,049—DETACHABLE REFRIGERATOR CABINET. Gebhard C. Bohn, St. Paul, Minn. Filed No. 8, 1926. Serial No. 147,085. 1 Claim. (Cl. 62—116.)

In a detachable base unit for refrigerators, comprising a cabinet open on the upper side, said cabinet being of a size to receive the base of a refrigerator therein, said cabinet being adapted to house a mechanical refrigerating unit, a support member mounted interiorly of each corner of said bracket and spaced downwardly from the upper edge of said cabinet to support the base of a refrigerator thereon, the refrigerator being insertible into the open upper end of the cabinet to rest upon the supporting members, and being detachable by raising the refrigerator free of the open upper end of said cabinet.

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1,774,312 — REFRIGERATING APPARATUS. Henry P. Braeutigam, Dayton, Ohio, assignor to Frigidaire Corporation, Dayton, Ohio, a Corporation of Delaware. Filed Mar. 31, 1930. Serial No. 440,561. 9 Claims. (Cl. 62—1.)

3. A refrigerating apparatus comprising means forming a food compartment and refrigerating means arranged for operation at a temperature below 32° F. for cooling the air circulating within said compartment, a shelf in said compartment, receptacle means supported by said shelf and in the path of the circulating air to be cooled thereby, said receptacle means comprising a pan portion, a cover portion therefor and provisions for restricted air circulation between the compartment and the interior of the receptacle means whereby to provide within the latter a condition of moisture equilibrium for foods stored therein, substantially as described.

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1,744,313 — REFRIGERATING APPARATUS. Henry P. Braeutigam, Dayton, Ohio, assignor to Frigidaire Corporation, Dayton, Ohio, a Corporation of Delaware. Filed Mar. 31, 1930. Serial No. 440,562. 4 Claims. (Cl. 62—1.)

1. A refrigerating apparatus comprising means forming a food compartment and refrigerating means arranged for operation at a temperature below 32° F. for cooling the air circulating within said compartment, a shelf in said compartment, receptacle means for storing vegetables disposed in the path of the circulating air, said receptacle means comprising a cover portion having provisions for supporting the cover from the shelf, and a pan portion co-operating with said cover portion and having provisions for movably suspending the same from the cover portion, said receptacle means having provisions for permitting restricted air circulation between the compartment and the interior of the receptacle means whereby to provide within the latter a condition of moisture equilibrium for vegetables stored therein, substantially as described.

## *Plane Speeds Shipment*

Quickube trays ready for fast flight.

**Coatesville, Pa.**—The Chester Valley Electric Company, Frigidaire representatives, was the first concern here to utilize the facilities of the new Coatesville airport.

Recently an airplane piloted by Richard Beckley, manager of the local airport, rushed twelve cartons of quickube trays from Philadelphia to Coatesville, and dropped them on the government reservation, where the new Veterans' Hospital has been erected.

The trays completed the equipment for the installation of Frigidaire equipment in the hospital. They were picked up by J. W. Stroup, foreman of the service department of the electric company. Twelve large Frigidaires, amounting to approximately $5,000, were installed.


**SERVICE *for your* SERVICE**

**Replacement Parts for Standard Household and Commercial Machines**

Belts, Gaskets, Gauges, Motor Brushes and Bearings, Etc.

**ICELESS REFRIGERATION ACCESSORIES CO.**

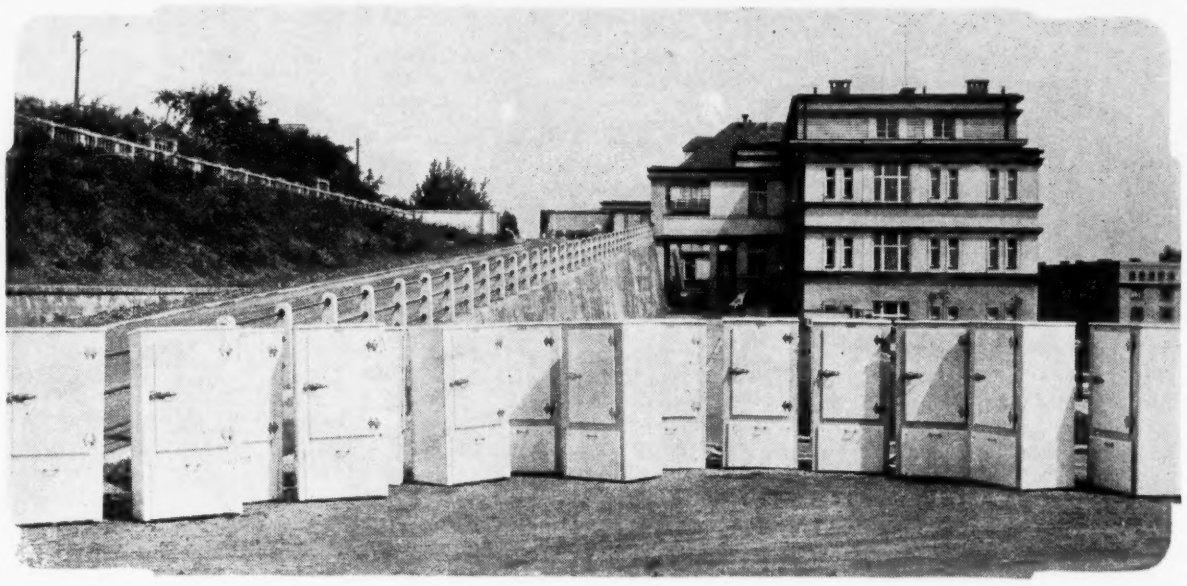
2401 CHESTNUT STREET, PHILADELPHIA, PA.

HART EDDY DISTRIBUTORS, INC., 308 Fairfield Ave., Bridgeport, Conn.

REFRIGERATION SERVICE, INC., 3109 Beverly Blvd., Los Angeles, Cal.

**Special Service for Manufacturers**

# *Frigidaires Ready for Duty in Prague Hospital*



HIGH duties and cost of equipment meant little when the new hospital at Prague, Czechoslovakia, came to decide on electric refrigeration equipment. Fourteen D-5 and AP-5 Frigidaire household cabinets were ordered by the directors of this modern institution. Jan Panek, of "Frigidaire Spol, S. R. O.," at Prague, reports that Prague officials are taking an interest in electric refrigeration in their program of making this city one of the most modern in Central Europe.

## NEW HAVEN AUTHORITIES OKAY FIRST INSTALLATION

**New Haven, Conn.**—Kelvinator Refrigerating Company has completed the first installation to be made under supervision of the city fire marshal since the New Haven refrigeration code went into effect recently. The installation, in the Tavern Restaurant, 58 Church Street, consists of two walk-in refrigerators, with two X5-140 coils and one X5-100 coil and standard Kelvinator unit. The boxes were built by the United Cork Company of Hartford. A model WR-40 Kelvinator water cooler was also included.

The city fire marshal expressed himself as pleased with the manner of installation and feels that the new code would work out not only for the benefit of the purchasers, but the dealers and authorities as well, according to G. R. Mance, president and treasurer. It was the first inspection made by the marshal under the new code.

The New Haven fire department now has a complete record and description of every installation made prior to the passage of the new ordinance. This record will enable the department to work efficiently should fire break out. No effort was made to force owners of old refrigeration apparatus to change their installations, due to the financial hardship this would entail, but all were required to furnish a complete description of their units, with location of valves, etc.

The Kelvinator Refrigerating Company has moved from its former store at 60 Orange Street to new and larger quarters at 1080 Chapel Street, giving opportunity for greater display.

## ASHMORE CORPORATION FORMED

**Bridgeport, Conn.**—The H. E. Ashmore Corp., Bridgeport, Conn., has been incorporated to deal in electric refrigerators and other electrical equipment, with an authorized capital of $50,000. The incorporators are H. E. Ashmore, 2167 North Avenue; Dorothy Werner and D. D. Graves, all of Bridgeport.

## *Short Order*

**St. Petersburg, Fla.**—Seventeen minutes from prospect to installation is the record made by the Florida Electric Refrigeration Company, distributors for General Electric refrigerators.

Dr. H. G. Holland, who happened to be a G. E. user, stopped in a General Electric sales room for a drink of water. He examined a small cabinet, signed on the dotted line, and seventeen minutes after he had entered the store, the refrigerator was doing service in the doctor's office. The refrigerator instead of guarding foods has the task of keeping the many kinds of serums in first class condition.

## TWO MORE RADIO DEALERS ADD REFRIGERATION

**Baltimore, Md.**—Carl E. and Herbert A. Spott, trading as Spott Bros., well-known radio and tire dealers of Baltimore, Md., have been appointed dealers for General Electric refrigerators. The concern, which was formerly located at 1105 Cathedral Street, is now occupying new and larger quarters at 21st and Charles Streets. It is only since moving to the new location that the General line has been taken on.

Moore Bros., radio and tire dealers, 2 West Read Street, are also new dealers who have recently taken on the General Electric line.

During the last few months the swing to refrigeration by radio dealers here has been pronounced.

## TRADE NAMES FOR NEW R & H PRODUCTS CHANGED

**Niagara Falls, N. Y.**—Changes in name affecting methyl chloride containing the warning agent, acrolein, have been announced by the Roessler & Hasslacher Chemical Co. Methyl chloride containing 1% of acrolein and formerly called Artic A will hereafter be supplied as Methyl Chloride A. It has been approved by the U. S. Bureau of Mines for installations where municipal regulations require the use of a warning agent.

The methyl chloride mixture containing 1% acrolein and 0.3% methyl nitrite, formerly called Artic AN, will now be supplied as Methyl Chloride AN.

These changes affect only the names of the methyl chloride—acrolein mixtures. The name Artic for methyl chloride supplied for refrigeration purposes is retained. Likewise Artic N designates R & H methyl chloride plus 0.3% methyl nitrite. This mixture permits the ready detection of the smallest of leaks in refrigerating systems.

## NEW TEMPRITE OUTLET FOR ERIE

**Erie, Pa.**—The Electric Home Company, Zerozone distributor, has recently taken on distribution of Temprite water and beverage coolers in the Erie territory.

A recent order from this company was for two Model 35-W Temprite coolers, a model for remote installation extensively used in connection with drinking fixtures already installed.

## REGIONAL OFFICE OPENED AT KANSAS CITY

**Kansas City, Mo.**—Two suites on the sixth floor of the Fairfax building at 101 West Eleventh St., here, were leased recently by the Frigidaire corporation for use as regional headquarters for the Middle West. P. K. Abry, western representative of the corporation, will be in charge.


BRISTOL'S

*Small Size*
"Handy Recording Thermometer"

AN ideal medium for obtaining automatic records of atmospheric temperature in cold storage rooms, refrigerators, hardening rooms, etc. Instrument as illustrated is entirely self-contained. The all-metal case of aluminum alloy is light in weight, yet rugged. Furnished either with black or white enamel finish. Has convenient handle for carrying about. Can be set down anywhere.

Charts used are but 4 inches in diameter, yet have wide, open scale graduations — easy to read, and very convenient to handle or file. Temperature records are continuous over period of 72 hours

*Complete information, prices, etc., in Bulletin No. 377. Write for a copy.*

**The Bristol Company, Waterbury, Conn.**

PENN Type 'J' UNIT CONTROL

A Record of Performance

Dependability. You find it in Penn Electric Switches. For over three years, the Universal Cooler Corporation of Detroit has used Penn Magnet Switches for the control of ice cream cabinets. In that time, not once has there been a case of contact failure reported on any machine. A real record of performance, we believe, one that justifies the decision of the Universal Cooler Corporation to adopt Penn Magnet Switches as standard equipment on all their ice cream cabinets.

Investigate the new Penn Type J Unit Control. It combines all the fine features of several proven controls into one compact instrument, and employs the patented Penn Magnet Structure. It provides:

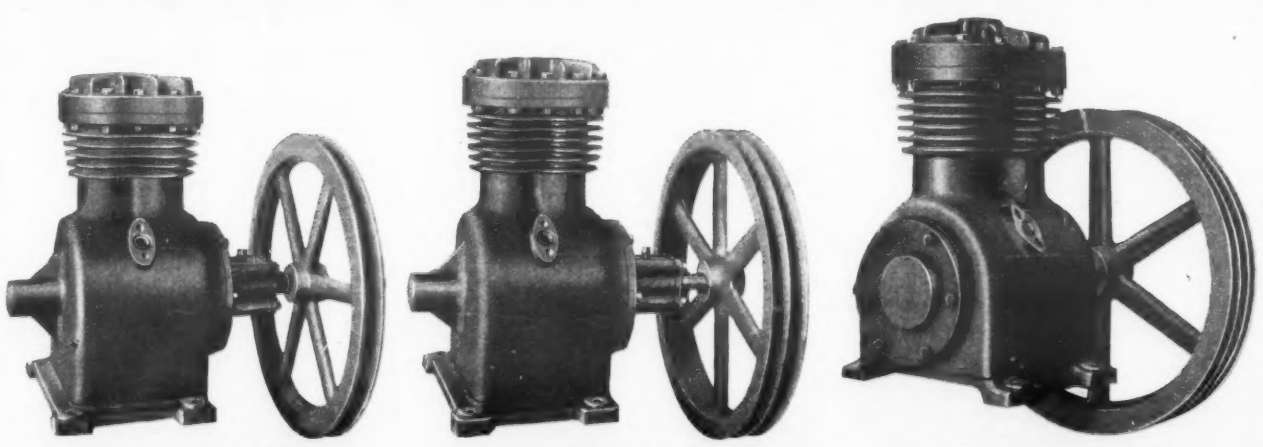
(1) One dial control.
(2) The movement of the dial in half circles lowers temperatures to suit manufacturers' specifications.
(3) It provides the means for starting and stopping for defrosting.
(4) It acts as reset button when thermal overload protector has opened the circuit.
(5) It is also designed for easy and quick adjustment of both the range and differential.

Send now for FULL information and complete specifications.

PENN ELECTRIC SWITCH CO.
DES MOINES, IOWA

Penn Type J is now used as standard equipment by some of the largest and best known manufacturers of electric refrigerators in the industry.

Sulphur Dioxide Compressors



2⅛"x2¼" Twin—½ to ¾ H.P. 2⅛"x3¼" Twin—¾ to 1 H.P. 3"x3" Twin—1½ to 2 H.P.

A complete new series of Sulphur Dioxide Compressors for the commercial refrigeration field. Built by the pioneer refrigeration manufacturing firm of the Pacific Southwest. All castings and machined parts are made and assembled at the PARKER factory.

MANUFACTURED BY
**Parker Ice Machine Co.**
ESTABLISHED 1899

Factory
943 Third St.
San Bernardino, Cal.

Factory
2600 Santa Fe Ave.
Los Angeles, Cal.

## PITTSBURGH DISTRIBUTOR ADDS SMALL MACHINES

**Pittsburgh, Pa.**—Appointment of the Pittsburgh Refrigeration Co., 1115 Penn Ave., as distributor for Servel commercial machines in eastern Ohio, western Pennsylvania and northern West Virginia has been announced.

This firm, one of the largest in the refrigeration business in Pennsylvania, is also distributor for Frick ammonia machines. The Servel line of commercial machines of less than one-ton ratings will be used to augment the line of larger ammonia type machines, and will give the firm a range of capacities to meet all needs.

An entire four-story building is used to house the activities of the various departments, and all sales operations throughout the distributing territory will be directed from this point.

The officers of Pittsburgh Refrigeration Company are: J. W. Klein, president; Charles Stromoski, secretary-treasurer. Mr. Klein also directs sales.

## BROODER SERVICE IDEAS WIN PRIZES

**Cleveland, Ohio.**—In an international essay contest, Thomas L. Montoro, of the General Electric Company of Cuba, won first prize, having submitted what was adjudged to be the best letter on how to use the "Brooder Service" put out by the merchandise service division of the electric refrigeration department, General Electric Company. The "Brooder Service" centers around the pocket projector and film slides used by salesmen in presenting the story of electric refrigeration to prospects.

Montoro's letter, outlining the best plan of using the service, was one of several hundred submitted. A. C. Mayer, manager of the merchandise service division; M. F. Mahoney, assistant to the sales manager; and Walter J. Daily, manager of the sales promotion division, acted as judges. First prize was a projector and case, with the winner's name imprinted on each. Second prize was a pocket projector. This went to A. Taylor, of the Schenectady, N. Y., branch of Page-Morris, Inc., General Electric distributors at Albany, N. Y.

## DISTRIBUTORS PREPARING FOR FALL SHOW

**Philadelphia, Pa.**—The Third Annual Electric and Radio Show will be held at the Commercial Museum September 29 to October 4. Previous shows, under the auspices of the Electrical Association of Philadelphia and the Radio Distributors' Board of Trade, have been unusually successful.

The large floor area of the Commercial Museum provides room for about three hundred booths and the number of exhibitors is approximately one hundred and fifty. Philadelphia refrigeration distributors are planning big displays to catch the attention of the visitors at the show. They are looking forward to obtaining many prospects.

## KELVINATOR ON NEW BOEING YACHT

**Seattle, Wash.**—A Kelvinator has been placed in the new yacht which is being built for W. C. Boeing, head of the Boeing airplane plant of Seattle. The refrigerator is being built into the pantry system of the boat, and connected to one of the new Kelvinator water-cooled condensing units installed in the engine room.


**Wirfs Corporation**

DESIGNERS of refrigerator door gasket. An organization with a background of refrigerator manufacturing experience. Essentially gasket manufacturers, we are capable of solving all your gasket problems.

**Wirfs** PATENTED
**AIRTITE" GASKET**

is made in five standard sizes. For the manufacturer requiring a special type, we offer the services and experience of an organization devoted exclusively to door gasket manufacturing.

Let us work from your blueprints.

*DEALERS in electric refrigeration have many occasions to use "AIRTITE" Gasket. Write for samples and prices.*

**WIRFS CORPORATION**
135 S. 17th St. St. Louis, Mo.


## *Copeland's Representatives*

Ten Copeland water coolers prior to accepting a long term in the Illinois State Capitol at Springfield

## NATIONAL PIPE STILL GOING STRONG

**New Haven, Conn.**—National Pipe Bending Company, 110 River Street, makers of a wide variety of refrigeration coils, has maintained a full six-day week throughout the entire year and is now working at full capacity, according to W. G. Maks, secretary. "Not a single man has been laid off, and business prospects are good for the remainder of the year," Mr. Maks says. For the first six months of 1930 a production increase of 25 per cent over last year was reported.

## ALEXANDER COMPANY ACTIVE

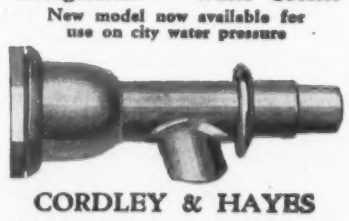
**Atlanta, Ga.**—A General Electric refrigerator and water cooler have been sold to Connahaynoe Lodge, exclusive club now under construction at Tate Mountain in North Georgia, by the W. D. Alexander Company. They will be installed as soon as the lodge is completed.

The Alexander Company has just installed four General Electric water coolers in the office of the "Atlanta Georgian" to cool the staff down when the news becomes too hot.

## NEW COMPANY FORMED IN BALTIMORE

**Baltimore, Md.**—The Howard Refrigeration Sales Corporation is a new concern in Baltimore, Md., which has been organized for the purpose of dealing in refrigeration apparatus and allied equipment. The incorporators are Max Blum, Philip Ehrenprice and Herman Gerber. Headquarters of the concern are at 757 Calvert Building.


**DRINKING WATER FAUCETS**
*for*
**Refrigerators — Water Coolers**
**New model now available for use on city water pressure**



**CORDLEY & HAYES**
147 Hudson Street New York City

**Refrigerators Tested** • Both Ice and Mechanical Refrigerators Tested for Performance in our Refrigerator Laboratory. This service is unique for the Manufacturer or Distributor.

*We invite your inquiries.*

**George B. Bright Co.**
*Regrigerating Engineers and Architects*
2615 12th Street, Detroit


## *The Expansion Valve*

*By* GEORGE F. TAUBENECK

After contracting a mild case of gout-on-the-brain from reading all the sweet things reviewers have written about Edna Ferber's "Cimarron," the Valve finally succumbed and peeked into the covers of this enthralling romance of Oklahoma's lusty infancy.

We were rewarded, not only with a finely-spun yarn about a romantic figure who should have been one of King Arthur's restless and high-principled Knights of the Round Table, but with loads of interesting material about an oddly isolated epoch, and concerning the oil-engulfed Osage Indians. Also an item about refrigeration!

It was an Osage, you know, who drove his car into a ditch to let the bridge whizz past. Another newly-rich Osage purchased an electric refrigerator. So proud was he of his acquisition, according to Edna Ferber, that he placed it in his parlor. Whereupon a style was initiated, and for a time all subsequent installations of electric refrigerators in Osage homes were made in the living rooms.

**A reader who lives 'way down in Amarillo, Texas, Carolyn D. Timmons, reports the novel use Joe Clamp of the Panhandle Confectionery in that city is making of his commercial electric refrigeration equipment.**

**In May of this year a disastrous hail storm visited Amarillo. Mr. Clamp picked up four big specimens of the huge stones, put them in a root beer mug, and placed them in his refrigerated cabinet along with the bottles and other things he keeps at low temperatures.**

**Today the Panhandle proprietor is still proudly displaying the elephantine hailstones to customers.**

Another contributor gleefully transmits a recent "Liberty" magazine cover illustration, bearing persuasive proof of the nation's acceptance of ice cubes as a necessity.

The illustration was one of a series exploiting the matrimonial adventures of a young couple, and shows a just-informed proud father gulping down a toast to his newborn son, amidst hospital surroundings.

"Sandy hurriedly poured out a drink from his flask," reads the inscription. Yet, despite the hurry and confusion, there is an ice cube, big as life and three times as natural, glistening in the glass.

Seemingly ice cubes and drinks are becoming as well linked and inseparable in the public mind as Siamese twins, Amos 'n' Andy, Mutt and Jeff, and ham and eggs. And unless it turns out that hospitals are now furnishing ice cubes for the drinks of excited fathers, we must give the pictorial "Sandy" credit for the neatest trick of the week.

While the well-thumbed advice, "Lose yourself in your work," may be somewhat dubious when applied to cement mixers, iron puddlers, and African jungle guides, it has a definite application to the art and science of selling electric refrigerators. At least Paul McPencow of the Copeland Refrigeration Co. of Chicago thinks so.

A commercial salesman by the name of Wolf joined McPencow's organization, and got a "hot lead" on a restaurant at the intersection of Kedzie and Montrose in Chicago. When the new salesman got there he saw two restaurants. Entering the first one and began talking refrigeration to the head man.

Returning with McPencow, novice Wolf secured the order. McPencow checked up and found that the "hot lead" was the other restaurant there! Unabashed, the "lost" salesman walked into the second restaurant, and measured it for another Copeland.

Mrs. M. F. Morgan, of Bailey, N. C., is a farmer's wife. And in spite of Mr. Legge's board of relievers, the farmer's life is spare, barren, lean and cash-hungry these days.

"Nation's Business" for July prints a letter from Mrs. Morgan, who bemoans the fact that:

"In six years' time my only luxuries have been three babies (we wanted to have them while we are still young), an electric refrigerator, and two sets of books."

Refrigeration is apparently becoming as essentially important a part of well-regulated family life as children and reading.

**Yes, we know your refrigerator will sit up and do tricks, but can you make it talk? They can and do out in Vancouver, British Columbia.**

**It all began when the B. C. Electric Railway Co. decided to do something unique in a display at the recent Victoria Exhibition. An electric refrigerator was placed on the floor, within which was concealed a radio loud-speaker. Whenever visitors happened to pause a moment before the monitor top, a "spy" pressed a buzzer.**

**In a room above was stationed a salesman, noted for his persuasive voice and winning arguments, with a microphone. Upon hearing the buzzer, he launched upon his very best sales talk, and the refrigerator literally "sold itself." The refrigerator, like the radio, is now blowing its own horn.**

## PROMOTION PROGRAM IN PHILIPPINES

**Manila, P. I.**—Ways of promoting the sale of General Electric refrigerators in these islands were discussed here at a get-together party in honor of W. D. Guy, Far Eastern representative of the refrigeration department of the International General Electric Company. The party was given by Charles G. Pell, manager of the refrigeration department, of the Pacific Commercial Department.

Others attending were A. A. Kearney, Manila Electric Co.; A. Celis, International General Electric Co.; R. I. Gilliland, Manila Electric Co.; C. T. Stark, Armour & Co.; A. E. Robinson, Honolulu Iron Works; G. P. Bradford, L. Everett, Inc.; Aubrey Ames, Standard Oil Co. of New York; H. J. Morgan, American Hardware & Plumbing Co.; W. G. Fickes and Dr. C. T. Ross.

## CHEATHAM, G. E. DISTRICT REPRESENTATIVE, DIES

**Dallas, Tex.**—After an illness of about two months, H. A. Cheatham, southwest district representative for the electric refrigeration department, General Electric Company, died here Sunday, September 7. Funeral services were held September 8.

Mr. Cheatham had been connected with the electric refrigeration department since March 1, 1927, and was considered one of the "older men" in the department, despite the fact that he was but thirty-one years old at the time of his death.

He had an unusually wide acquaintance in his territory, which included Texas, Oklahoma and part of New Mexico, and he was extremely well liked by dealers, salesmen and public utility heads with whom he came in contact. He had a keen interest in sports and he was energetic and enthusiastic about his work.

## THE CONDENSER

ADVERTISING RATE fifty cents per line (this column only).

SPECIAL RATE if paid in advance — Positions Wanted — fifty words or less, one insertion $2.00, additional words four cents each. Three insertions $5.00, additional words ten cents each. All other classifications—fifty words or less, one insertion $3.00, additional words six cents each. Three insertions $8.00, additional words sixteen cents each.

**POSITIONS AVAILABLE**

WANTED—A middle aged man, married preferred, who is a refrigerating engineer or foreman in a factory manufacturing household refrigeration. Only those whose references will prove both ability and character need apply. Send complete history and credentials, salary expected, in first letter. P. O. Box 132, Worcester, Mass.

**INFORMATION WANTED**

Leading refrigeration and consulting engineer is now bringing his engineering library up-to-date and requests latest booklets, catalogues, pamphlets, etc., of manufacturers of domestic refrigeration to complete his file. Address

"CONSULTING ENGINEER"
Care of Electric Refrigeration News
420 Lexington Ave.
NEW YORK, N. Y.


**They Will Not Melt**
**Realistic Food Products**

A complete assortment especially designed for refrigeration display.

**27 ARTICLES FOR $20.00**

**Realistic Food Products Co.**
266 Fabyan Place NEWARK, N. J.

**Absopure**
**ELECTRIC FRIGERATOR**

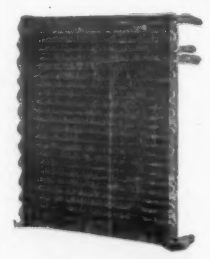
**12 HOUSEHOLD MODELS**
All porcelain and porcelain-lined. From 4.3 to 32 cu. feet capacity.

**COMPLETE COMMERCIAL LINE** For Meat Markets, Grocers, Florists, Apartment House Multiple

THE Absopure franchise is an asset whose value will increase as refrigeration comes into its own. Some territory is still open. For details—write or wire the factory.

**Absopure**
**Refrigeration Corporation**
1560 Theodore Street
DETROIT - - MICHIGAN

**FLINTLOCK CONDENSERS**
*Full Capacity*



*With Every Unit*

FIN AND TUBE SAME SOLID PIECE OF MATERIAL

**FLINTLOCK CORPORATION**
4461 W. Jefferson Ave.
DETROIT, MICH.

# *Refrigerated Food Section*

In Three Parts--Part 2

# ELECTRIC REFRIGERATION NEWS

Registered U. S. Patent Office.

**The business newspaper of the refrigeration industry**

VOL. 5, NO. 1, SERIAL NO. 103
ISSUED EVERY TWO WEEKS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DETROIT, MICHIGAN, SEPTEMBER 10, 1930

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FIFTEEN CENTS PER COPY
TWO DOLLARS PER YEAR


## EDUCATION

### Needed to Dispel Illusions of Merchants in Regard to Quick Freezing

**Springfield, Mass.**—A survey of local conditions at the end of six months' experience in merchandising Birdseye Frosted Foods in this city reveals much skepticism and opposition continuing among butchers and marketmen not directly associated with quick-frozen meat lines. In stores where these meats have been introduced to supplement fresh meats the spirit is more liberal on the part of the butchers. Generally they exhibit an open mind on the subject and a disposition to watch the course of events and express themselves as desirous of giving customers all facilities for meeting their individual wants and preferences.

This open-minded characteristic in some instances may be taken as a reason why these concerns are selling the quick-frozen products. In one large store, especially, the liberal view of the head butcher is believed to have been a distinct factor in causing the experiment to be undertaken. In other establishments no evidence is observed of progress in dissolving the prejudice existing against frozen meats. There is, however, ample evidence that much misunderstanding exists on the whole subject. The statements which follow bear witness to that fact and show that despite the publicity attending the General Foods campaign, curious illusions still persist.

#### Says Theory Is Unsound

Henry N. Carter, foreman of the meat department of the Springfield Public Market, the largest market in Western Massachusetts, voices a disbelief in the soundness of the frozen-meats theory, and thinks that such meats will find no large measure of acceptance until conditions shall have made it no longer possible to obtain fresh meats in quantities.

"We find our patronage," he says, "more than ever disposed to insist on fresh meats, and we are selling less chilled meats than we were a few years ago." Mr. Carter was referring to the old type of slow-frozen meats. "This is because we have to put the price of chilled meats so low in order to dispose of it that there is no money in handling it. A few seasons ago we bought some four or five carloads of veal and put in refrigeration for our later needs, but the results were so unsatisfactory that we have never repeated the experiment. Put the fresh and chilled meats side by side and price the chilled meat 'way below the other and the customer who has any regard for quality will take the fresh meat every time.

"No, I don't believe any process yet devised for freezing meats can produce results equal to high-grade fresh meats. I believe the time may come when practically all the meat sold in this country will be imported in a frozen state from such countries as Argentina. But that will not be in my day, and meanwhile I can see no reason for giving preference to frozen meats."

Arthur A. Tubbs, having 33 years' experience as a butcher and for 17 years the head of the meat department of Ripley's Market in Bridge St., an old stand noted for many years for its high-class meats and having an exacting class of patrons, expresses opposition to frozen meats.

"I am yet to be convinced," he says, "that meats can be frozen so quickly as to prevent the bursting of the cells and consequent loss of liquids necessary to preserve the good eating quality of the product. Where the meat is encased in the skin, as with a fowl, this may be accomplished successfully, but when you undertake to fry a frozen steak you are likely to get something re-

*(Concluded on Page 8, Column 5)*

## COPELANDS FOR SEATTLE MARKETS

**Seattle, Wash.**—Active in the commercial field, D. A. Lane, general manager of the Copeland refrigeration division of Harper-Meggee, Fifth Avenue, Seattle, recently reported that his organization had installed electric refrigeration in two markets of the city—T. Nogaki at 14th and Yesler, and Clarence Herrett at 333 First Avenue North.

The new meat market cases are 8 feet in length and 6 in depth, equipped with Copeland refrigeration, including the Copeland-Larken coil.

## MILK COOLERS

**Cleveland, Ohio.**—Milk coolers will be prominent among the hosts of exhibits at the annual Dairies' Industries Exposition, which will be held in the Public Hall, here, October 20 to 25. Many of the leading manufacturers of refrigerating equipment are taking an increasing interest in milk cooling problems, and are bringing out improved machines for this purpose. The number of milk cooler exhibits increases each year.

Milk producers are realizing that properly cooled milk means more money in their pockets, and are on the lookout for milk coolers which will meet their requirements.

## *KINGFISH*

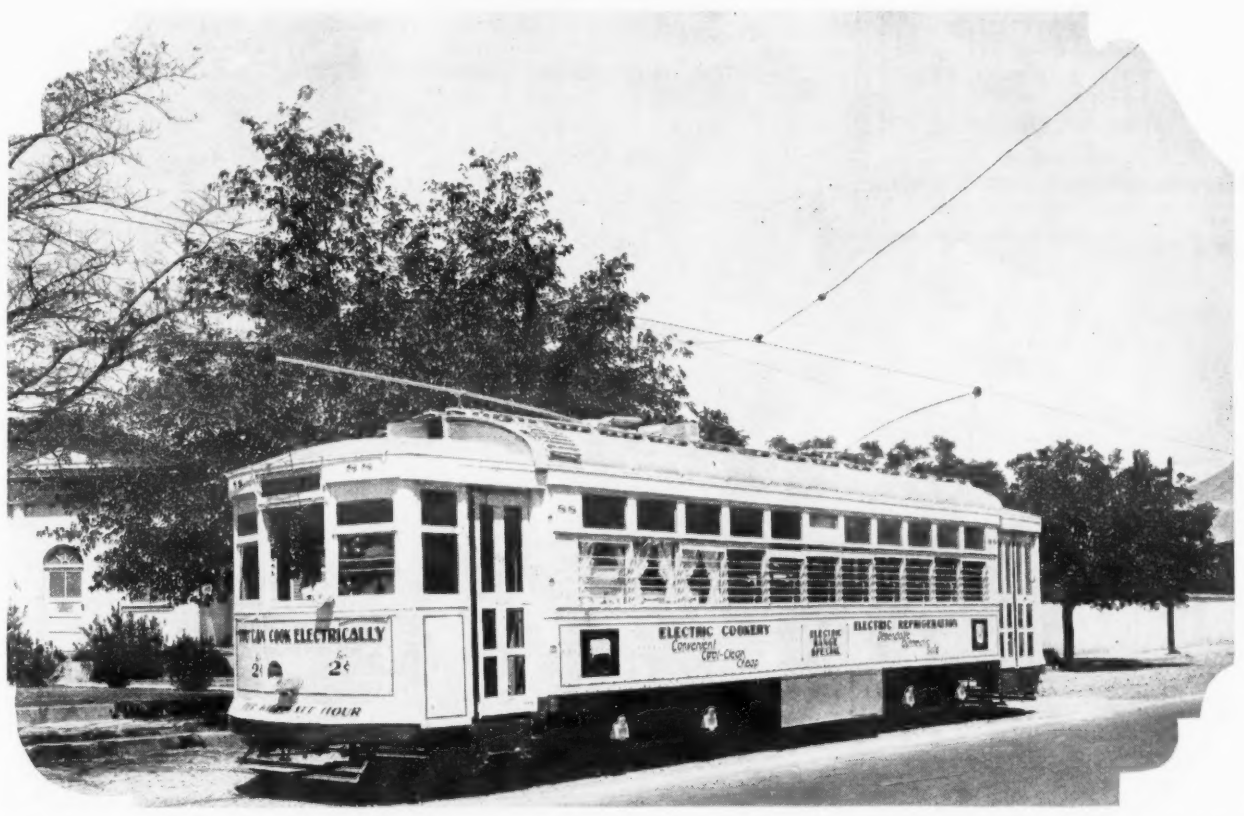
**Seattle, Wash.**—Believe it or not, this has nothing to do with Amos 'n' Andy, but The King Fish Company (check and double check this name) of 609 King Street, is now sporting a new Copeland fish case. The large refrigerator which has just been installed by the Harper Meggee, Inc., of 2209 Fifth Avenue, Seattle, distributors, provides modern equipment for keeping the King Fish food supply okay at all times. Sufficient storage is provided to meet the heavy demand for seafoods by the Seattle populace.

## TAYLOR ADVANCED

**New York, N. Y.**—Dr. Harden F. Taylor has been elected president of the Atlantic Coast Fisheries Corp. He succeeds F. W. Bryce, who resigned recently.

His work with the United States Bureau of Fisheries first brought Dr. Taylor into prominence, and he has been one of the pioneers in the development of quick-frozen fish. After leaving the Government service he became identified with the Atlantic Coast Fisheries, and until made president has been vice-president in charge of research. He is chiefly responsible for the development of the methods used by his organization in the handling of quick-frozen fish.

## *Demonstrative*




**El Paso, Tex.**—The El Paso Electric company, El Paso, Texas, has introduced a brand new wrinkle in advertising its Kelvinator refrigerators and other electrical kitchen equipment.

A street car, painted white inside and out, has been equipped with a model kitchen containing an electric refrigerator, electric stove and a water heater. On the outside panels and dashes, as well as on the inside, various placards stress the idea of electrical equipment for the kitchen.

Miss Margaret March of the company's home economic department, with her assistants, prepares electrically and serves palatable dishes to the El Paso housewives who board the car as guests of the company. The car, which is called the Electric Range Special, made its first appearance August 25, and will travel over El Paso streets for several weeks. Routes and schedules are printed in the daily papers.

The company invites everyone to ride its special "so they may not only enjoy the novelty of being served electrically prepared foods while they ride but may also become better acquainted with the economy and convenience of Kelvinator electric refrigeration and the simplicity and cleanliness of electric cookery. The car usually is well filled.

## DISPUTE

### Over Trade Mark Taken to Court

**Indianapolis, Ind.**—The Frigidaire Corporation has brought suit in the Federal Court, Southern District of Indiana, against George Nitterhouse and Noel Nitterhouse of this city, asking for an injunction restraining the Nitterhouse brothers from using the name "Frigidized Foods" to describe frozen fish.

Almost a year ago the Nitterhouse brothers conducted a short experimental campaign in Indianapolis, selling quick-frozen poultry under the Frigidized Foods trademark. They also have been selling quick-frozen fish under the same trademark for some time, and were among the pioneers in the Middle West in the introduction of these products. For a time they were distributors for the Atlantic Coast Fisheries Corporation, but now are buying their fish from Boston and Canada.

In bringing the action the Frigidaire Corporation alleges that it has spent $15,000,000 in making known the name "Frigidaire," and claims that "Frigidized" is so close to "Frigidaire" that damages have been incurred. In addition to its prayer for an injunction, the Frigidaire Corporation seeks recovery for the alleged damage.

## HOME SERVICE IN CUBA

**Cleveland, Ohio**—Announcement has just been made that Mrs. Ann B. Hadad has been named as home service director for the electric refrigeration department of the General Electric Company of Cuba.

Miss Hadad is spending some time in Cleveland at the headquarters of the electric refrigeration department, General Electric Company, where she is acquainting herself with the work being carried on by the various home service directors of General Electric refrigerator distributors. She is also conferring with Miss Edwina Nolan, home service director for the department, and is inspecting the work done at Refrigeration Institute here.

She will take up her new duties about November 1, having her headquarters at Havana, and she will co-operate with the Cia. Cubana de Electricidad, which has retail stores throughout the island.

## FROSTED

### Foods at Eastern State Fair

**Springfield, Mass.**—Birdseye Frosted Foods will be brought to the attention of hundreds of thousands of persons at the Eastern States Exposition here during the week beginning September 14, when they will be exhibited at a booth in the Industrial Arts Building. Visitors from all over New England will have a chance to get acquainted with Frosted Foods.

With the advent of cool weather, some increase is experienced in sales of the heavier meat items in the Birdseye line at local stores, and this serves to build up the weekly totals. Week-end specials continue to afford inducements to purchase meats. On September 5 and 6 stewing lamb was sold at 19 cents a pound, and found many purchasers. Chicken broilers at 53 cents a pound also were featured.

Continued gains are reported for the Swift identifiable cuts. No additional stores have been signed up for this line, but it is said that each week is bringing an increase of sales.

## MUNCIE

### Sales Campaign Is Continued

**Muncie, Ind.**—When the Indianapolis Abattoir Corporation began its experimental sales of quick-frozen meats in this city on August 1st, it announced that the campaign would be continued for a month. The month has come to an end but the sales experiment is being continued, thus repeating the history of the successful General Foods campaign in Springfield, Massachusetts, which was planned to last sixty days, and is still under way.

Some changes have been made here, the most notable being the consolidation of sales effort in six of the nine stores originally chosen as outlets for the Sally Lee Frigid Foods. The stores first selected were frankly experimental, and it has been deemed best to continue the work in the half-dozen stores which made the best records during the month.

Sales are remaining steady, and the six dealers retained are expecting a marked increase now that the vacation season is over and the schools are open once more. The beginning of the semester at the State Normal College also has brought back to Muncie a large number of students, who undoubtedly will be interested in trying the new quick-frozen meats.

At the plant in Indianapolis, experiments are still being conducted with a view to equipping some of the cases with electric refrigeration. These cases, which are without display, were built by the Indianapolis Abattoir Corporation at a remarkably low cost, and their performance with various forms of refrigeration constitutes an important factor in the Muncie sales campaign.

## SYRACUSE

### Selected By Atlantic Coast Fisheries for Testing New Product

**New York, N. Y.**—A new product in the field of refrigerated foods will make its bow to the public in Syracuse, N. Y., the afternoon of Wednesday, September 17, when an intensive advertising and merchandising campaign will be launched by the Atlantic Coast Fisheries Corporation.

The campaign will officially get under way at a frozen-food luncheon which will be held at noon in the Hotel Syracuse, and which will be attended by the leading citizens of the city, including chain store buyers, heads of grocery and butcher stores, and members of civic and business organizations. The chief speaker will be Dr. Harden F. Taylor, former chief technologist of the United States Bureau of Fisheries, and recently elected president of the Atlantic Coast Fisheries Corporation.

The new product is Nordic fish steaks, which finally have been perfected after months of painstaking and secret experiment.

These steaks, including the machinery which manufactures them, were invented by Dr. Taylor and are quick-frozen by the "Taylor process" which has long been used successfully in the production of Nordic fillets. This process seals in the juices and nutrition and at the same time eliminates the fishy smell which most housewives heartily dislike.

The fish are deep-sea haddock caught off Cape Cod by a fleet of steam trawlers. They are cleaned and washed immediately, packed in chopped ice, and rushed to the Atlantic Coast plant at Groton, Conn. Here they are unloaded in canvas buckets by white-coated men and women who work under sanitary conditions. The heads, tails, bones and all other waste are removed and made into by-products such as fish meal. The fish destined for steaks go into a machine which cuts them into uniform thicknesses. They then go into the freezer, and when hard chilled, are inspected and automatically sealed in waxed paper cartons, which in turn are wrapped in cellophane.

Each carton holds two fish steaks and has a nautical touch provided by drawing and decorations in sea-foam green. Directions for cooking are printed on the back of each package. The steaks are a pinky white in color. They are all clean meat with no waste of any kind, and when they are delivered to the consumer's kitchen, are ready for the frying pan. As they are in sealed packages, it is not even necessary to wash them before cooking; they may be cooked without being defrosted, and as they are of uniform thickness, all parts cook through evenly at the same time.

Syracuse has been selected as a proving ground for the Nordic fish steaks in the eastern section of the country.

*(Concluded on Page 8, Column 2)*

## FROZEN STRAWBERRIES IN DEMAND

**Vancouver, Wash.**—The Washington Growers' Co-operative Association recently dispatched large shipments of frozen strawberries to the eastern market. Demand for frozen pack berries has been very good in the east, and the growers had little difficulty in disposing of their crop. During the last ten days of July the association averaged a carload shipment, 54,000 pounds, per day. W. H. Wood, manager of the association, reports that the growers in his territory packed 1,700 barrels of berries.

## TEMPRITES FOR HAVANA

**Detroit, Mich.**—The Export Department of the Liquid Cooler Corp. has just completed arrangements with Angones & Co. of Havana, Cuba, for the distribution of Temprite beverage coolers.

The first order from this concern called for No. 90-B3's, the Temprite units that will cool three beverages at the same time.

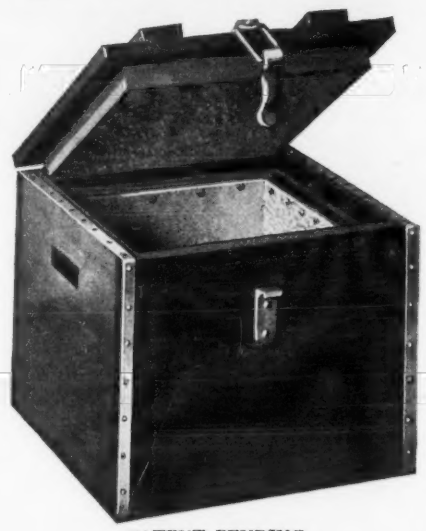
## FISH RECORDS BROKEN

**Washington, D. C.**—The United States Bureau of Fisheries reports that the quantity of fish frozen in the United States and Alaska during 1929 broke all records. Approximately 122,000,000 pounds of fish were frozen, and their estimated value at the cold storage warehouses was $15,000,000.

# Warwick Insulated Containers

## *For Quick Frozen Foods*

For Trucking, Carrying, Delivery



Maintains Even Temperature

Made in Standard and Special Sizes and Shapes

Holds Foods in Frozen Condition

PATENT PENDING

**After Foods are Quick Frozen We Supply the Missing Link**

SEVERAL TYPES OF CONSTRUCTION AVAILABLE

**A. E. WARWICK CO.**

14 FRANKLIN ST. STONEHAM, MASS.


## *A New Case for Quick Frozen Products*

Campbell-Hill Freezer in Milwaukee Shop

**Milwaukee, Wis.**—A glistening display case is a prominent feature in the delicatessen store of Kaiser Brothers in this city. It is one of the first of the Campbell-Hill freezers to be put into actual use and it is taking care of a tempting array of Swift's identifiable cuts, as well as several other products which have to be held at low temperatures.

The Campbell-Hill case has been through some of the hottest days of the summer without registering any appreciable changes in temperatures, and has enabled Kaiser Brothers to build up an ever increasing trade in quick-frozen meats. The case also is used for the handling of eskimo pies, popsicles and brick ice cream. These products have been added without sacrificing a foot of additional floor space.

The case, which is shown in the photograph above, is 8 ft. long.


# 2 Counters in 1

*This* Modern Sales Unit will increase sales *in any* Store!

40° here

20° here

## Percival DUO-TEMP

*Provides Freezing Cold and Moderate Cold in One Counter*

Note the Convenient Door Arrangement

The convenient holders for paper and twine, the shelf for scales, the convenient electric light switch, the opening for electric scales, all combine to give the kind of service people like.

This new Percival case is a real achievement—built to meet the requirements of the modern merchant. One side of the Duo-Temp is kept at 20 degrees for the new quick-frozen meats and fruits. The other side maintains a temperature of 40 degrees for milk, cold meats and other food products that must not be frozen. A vertical, cork insulated and glass partition divides the case in the middle—and BOTH sides are cooled by one refrigerating unit. Dealers who do not handle "quick-frozen" products *now* can have both sides coiled for the same temperature and later, when space is needed for "quick-frozen" foods, put in additional coils for the cold side.

No other counter on the market offers this advantage, and few offer the convenient arrangements that speed up service, and the correct insulation and design of this counter.

THERE ARE MANY MERCHANTS WHO ARE WAITING TO BUY A CASE LIKE THIS—TODAY!

## C. L. Percival Company

**Des Moines, Iowa**

*Manufacturers of Quality Refrigerators Since 1912*

ESTABLISHED 1886

### Two Counters in One

***20-degree or freezer end*** insulated with 4" cork board and equipped with four plate glass for front display and with bracket type ⅞" offset, double gasketed, bottom hinged doors in back of display section.

***40-degree end*** insulated with 3" cork board and equipped with three plate glass in front display and with doors for quick service, sliding on Monel metal track, closing against gaskets.

Overhead coiled, porcelain covered, Monel trimmed, made for mechanical refrigeration any make or type.

**Get the facts** *today*

Mail this Coupon

Dealers interested in handling a complete line of five overhead coiled and two back coiled, porcelain clad refrigerator counters are invited to write for further details.

C. L. Percival Co.,
Des Moines, Iowa.

Without obligation, please send special folder giving detailed specifications and full information about Percival out-of-the-ordinary sales units and your dealer proposition.

Firm name .....

Address .....

City ..... State.....

What other specialty lines are you now handling?


## *The Campbell-Hill Freezer Now in Production*

A NEW case, designed especially for the handling of quick-frozen foods, has been placed on the market by the Campbell-Hill Company of Milwaukee. It is called the Campbell-Hill Freezer.

The following statement of the problems presented to the case manufacturer by the advent of quick-frozen products, and the features of the new case which have been provided as a solution to these problems, is made by John W. Hill, designer of the new case. He says:

"1. First, let us consider the temperature demands. The producers of frozen meats early in the development were of the opinion that temperatures of from 15 to 18 degrees were sufficiently low to properly preserve their products, but this demand has been changed and although there still exists some difference of opinion, it is generally conceded that zero to 10 degrees above zero is the correct temperature. This is especially true in the display compartments where light tends to discolor products kept at higher temperatures than 10 degrees above.

"2nd. Circulation—Frozen products, especially unpackaged meats, are definitely injured by rapid circulation. It has much the same effect on the surface of the meat as that of a fan blowing on a frosted window—it removes the frost. The result of rapid air circulation on frozen meat is called 'burning' and relates to the brownish, discolored appearance which the product presents. It is necessary therefore to refrigerate with a minimum of air circulation.

"3rd. Defrosting.—Here is a problem. Defrosting of coils must be accomplished rapidly and without undue rise in the case temperature; it must be completely eliminated from baffles, pans and drains. At temperature below 10 above, ordinary coil defrosting problems at 38 degrees are as mole hills to mountains in comparison.

"4th. Vision.—The display section must have clear vision at all times and must not be rendered invisible by fogging on the interior or exterior of the glasses.

"5th. Rapid service without excessive temperature losses.

"6th. Construction.—We might just as well forget the conventional wood type of construction when dealing with such extremes of temperature. Steel is all that will stand the test of temperature and humidity.

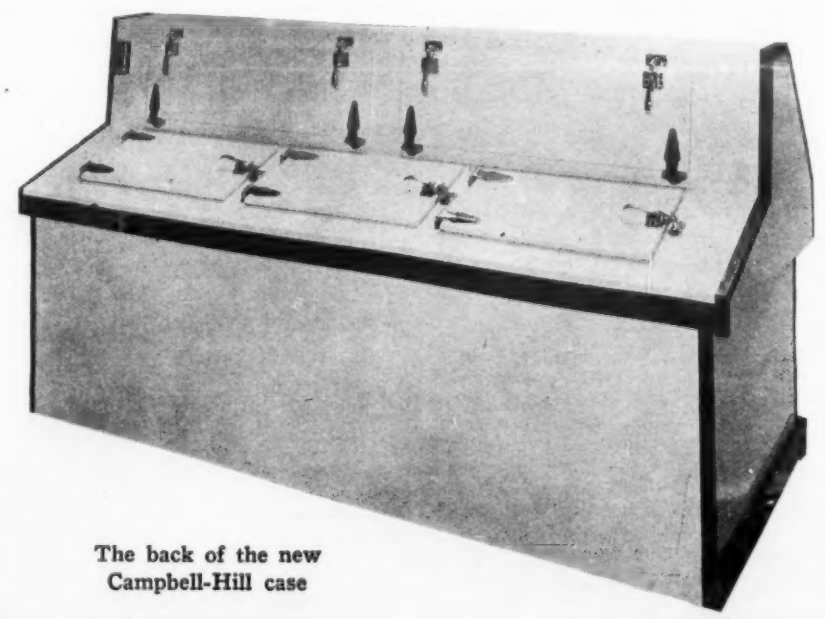
"7th. Insulation.—The insulation must be heavy, well protected against moisture, and properly applied.

"8th. Refrigerant.—We believe this is an application which requires a refrigerant with a boiling point of 10 degrees below, in order that efficient compressor operation may be obtained, and under certain conditions, to avoid liquifaction in the low side during inoperative cycles.

"You can easily see from just these few major points that producing a case which even approaches perfection is a problem not easily solved. Especially we do not believe it can be solved by haphazard combinations of stock type refrigerating coils and conventional type cases.

"In producing the Campbell-Hill Freezer we approached the problem with the thought in mind that frozen foods required an entirely new piece of

*(Continued on Page 8, Column 1)*



The back of the new Campbell-Hill case

# GENERAL FOODS

## Shows Increased Earnings For First Half of 1930

DESPITE a slight decline in sales for the first half of 1930 as compared with the same period of last year, General Foods was able to show net earnings of $2.01 per share of stock as against $1.89 a year ago. Lower selling prices on some of the company's products, as a result of the general downward trend of commodities, explains the smaller dollar sales volume, while increased operating efficiency was responsible for the better profit margin.

The present General Foods organization is the outgrowth of the old Postum Company, controlling a sales volume which last year amounted to $128,000,000. As short a time ago as 1924 Postum's sales were running below $25,000,000, but through steady acquisition of profitable companies and intensive cultivation of sales of products already controlled, sales have been built up to their present volume.

Despite the very aggressive expansion policy which has been pursued in recent years, General Foods has been able to build up an impressive financial position, with cash, call loans and marketable securities, at the end of last year, exceeding $9,000,000, and but slightly less than total current liabilities.

### Capital Structure Sound

Capital structure has been kept on a sound basis, with neither funded debt nor preferred stock outstanding. Entire ownership of the company is vested in the 5,274,527 shares of no par capital stock.

Enjoying a sound financial position and capable of returning good earnings as presently constituted, the company intends now to develop intensively the application of its quick-freezing process to the preservation of perishable foods. On the basis of the present organization, General Foods' stock appears to be reasonably priced; whatever earning power is built up through the new process will add just that much value to the issue.

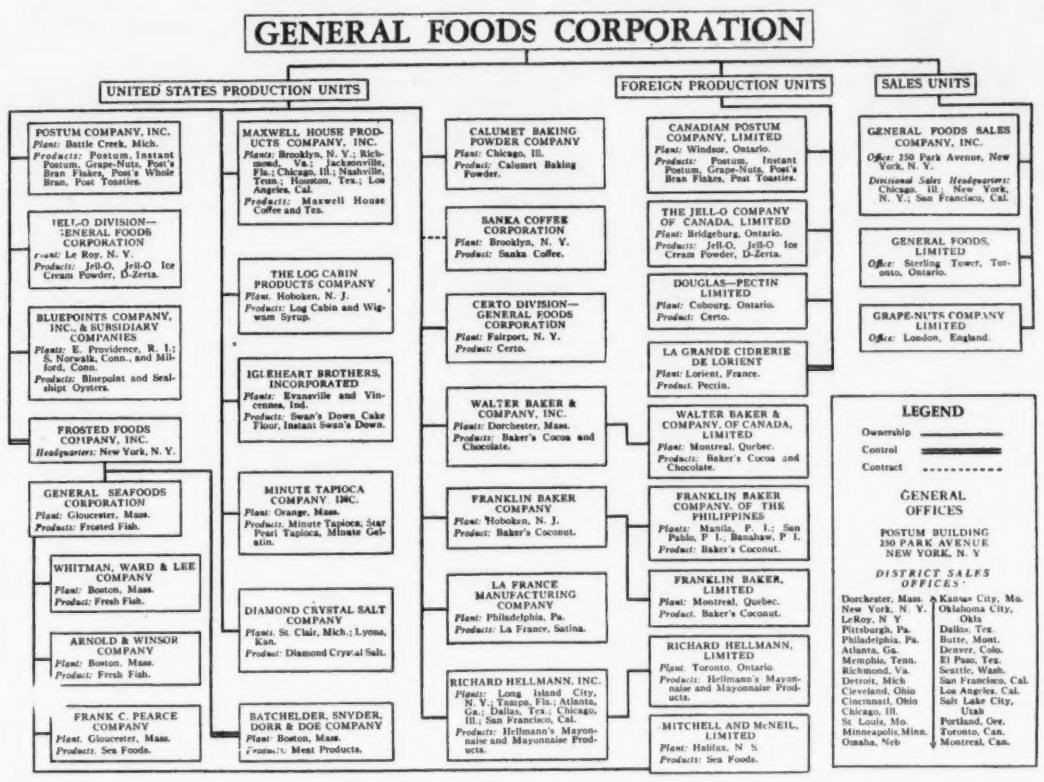
### Frosted Foods

The establishment of the Frosted Foods Company as a subsidiary of General Foods has aided in quickly determining the scope and possibilities of selling quick-frozen foods to the public. The City of Springfield, Massachusetts, was selected some months ago for the purpose of the experiment and ten retail grocery stores were equipped with refrigerator cabinets for displaying and retailing "Frosted Foods" to the public. That the trial has been successful is borne out in the volume of statistics which have been compiled. Reports show that the sale of "Frosted Foods" has increased from 30 per cent to 40 per cent a day until at the present time it is estimated that one-third of the population of the city have become consistent users of the new form of products. The number of stores using the equipment has been increased to 16 and more are to be equipped in the near future. Based on the experience in Springfield, preparations are being made to extend this radical change in retail distribution to larger cities, with the eventual possibility of reaching all of the 400,000 retail grocers which are now served by General Foods with nationally advertised package food products. General Electric, Frigidaire and Kelvinator have been co-operating with General Foods in the development of a suitable refrigerator cabinet and there is little doubt but that a sufficient supply of equipment will be available for near-term expansion.

The significance of the development of the quick-freezing process can best be appreciated by an outline of the large economies that are possible. Overproduction of any perishable food will be sharply decreased because the Birdseye process enables the preservation of the foods for several months, making it possible to store the commodity until the season of overproduction has passed. At present large quantities of fresh fruit and berries are being dumped because low prices make it unprofitable to market the merchandise. A few months hence, this fruit will be scarce and command an "out-of-season" premium. Quick-freezing would make it possible to save this fruit until the the time it could command a reasonable price. The same applies to meats, fish and vegetables. The process also enables the introduction of broad economies in packing, transportation and distribution which are not possible by other older methods. Then, too, when increased demand is developed it will be possible to market "Frosted Foods" of equal quality to fresh food at a lower price and a higher margin of profit.

It is obvious that it is impossible to adequately forecast the far-reaching possibilities of the quick-freezing development in the food industry. The refrigerator manufacturers are already vitally interested. The trucking companies and the railroads see a large opportunity in higher revenues as quick-frozen foods require less space for transportation. The automobile truck and delivery car manufacturers expect the development to result in a large demand for new motor cars which are constructed with refrigerating equipment. The meat packing companies which ship from the Argentine to the United States see hope in a better preservation of fresh meat which will raise the classification of present grades. Canning companies and packers of fresh fruits and vegetables anticipate larger profit margins, for the process will practically eliminate the poor packs of the year and even out the seasons. Last of all, but most important to the ultimate consumer, the latter will enjoy fresh food in standardized form in every season of the year at a lower price than is possible under existing conditions which favor fluctuations.

The accompanying organization chart gives some idea of the number and variety of products at present manufactured. It is through the large distributing organization which now handles these products that General Foods is well prepared to continue the development of "Frosted Foods," and it is by this well managed and well integrated organization that it is most likely to achieve its purpose of giving every town and hamlet in the country the benefit of his new development.


GENERAL FOODS CORPORATION
UNITED STATES PRODUCTION UNITS
FOREIGN PRODUCTION UNITS
SALES UNITS
POSTUM COMPANY, INC.
Plant: Battle Creek, Mich.
Products: Postum, Instant Postum, Grape-Nuts, Post's Bran Flakes, Post's Whole Bran, Post Toasties.
JELL-O DIVISION—GENERAL FOODS CORPORATION
Plant: Le Roy, N. Y.
Products: Jell-O, Jell-O Ice Cream Powder, D-Zerta.
BLUEPOINTS COMPANY, INC., & SUBSIDIARY COMPANIES
Plants: E. Providence, R. I.; S. Norwalk, Conn., and Milford, Conn.
Products: Bluepoint and Sealshipt Oysters.
FROSTED FOODS COMPANY, INC.
Headquarters: New York, N. Y.
GENERAL SEAFOODS CORPORATION
Plant: Gloucester, Mass.
Products: Frosted Fish.
WHITMAN, WARD & LEE COMPANY
Plant: Boston, Mass.
Product: Fresh Fish.
ARNOLD & WINSOR COMPANY
Plant: Boston, Mass.
Product: Fresh Fish.
FRANK C. PEARCE COMPANY
Plant: Gloucester, Mass.
Products: Sea Foods.
MAXWELL HOUSE PRODUCTS COMPANY, INC.
Plants: Brooklyn, N. Y.; Richmond, Va.; Jacksonville, Fla.; Chicago, Ill.; Nashville, Tenn.; Houston, Tex.; Los Angeles, Cal.
Products: Maxwell House Coffee and Tea.
THE LOG CABIN PRODUCTS COMPANY
Plant: Hoboken, N. J.
Products: Log Cabin and Wigwam Syrup.
IGLEHEART BROTHERS, INCORPORATED
Plants: Evansville and Vincennes, Ind.
Products: Swan's Down Cake Flour, Instant Swan's Down.
MINUTE TAPIOCA COMPANY INC.
Plant: Orange, Mass.
Products: Minute Tapioca, Star Pearl Tapioca, Minute Gelatin.
DIAMOND CRYSTAL SALT COMPANY
Plants: St. Clair, Mich.; Lyons, Kan.
Product: Diamond Crystal Salt.
BATCHELDER, SNYDER, DORR & DOE COMPANY
Plant: Boston, Mass.
Products: Meat Products.
CALUMET BAKING POWDER COMPANY
Plant: Chicago, Ill.
Product: Calumet Baking Powder.
SANKA COFFEE CORPORATION
Plant: Brooklyn, N. Y.
Product: Sanka Coffee.
CERTO DIVISION—GENERAL FOODS CORPORATION
Plant: Fairport, N. Y.
Product: Certo.
WALTER BAKER & COMPANY, INC.
Plants: Dorchester, Mass.
Products: Baker's Cocoa and Chocolate.
FRANKLIN BAKER COMPANY
Plant: Hoboken, N. J.
Product: Baker's Coconut.
LA FRANCE MANUFACTURING COMPANY
Plant: Philadelphia, Pa.
Products: La France, Satina.
RICHARD HELLMANN, INC.
Plants: Long Island City, N. Y.; Tampa, Fla.; Atlanta, Ga.; Dallas, Tex.; Chicago, Ill.; San Francisco, Cal.
Products: Hellmann's Mayonnaise and Mayonnaise Products.
CANADIAN POSTUM COMPANY, LIMITED
Plant: Windsor, Ontario.
Products: Postum, Instant Postum, Grape-Nuts, Post's Bran Flakes, Post Toasties.
THE JELL-O COMPANY OF CANADA, LIMITED
Plant: Bridgeburg, Ontario.
Products: Jell-O, Jell-O Ice Cream Powder, D-Zerta.
DOUGLAS—PECTIN LIMITED
Plant: Cobourg, Ontario.
Product: Certo.
LA GRANDE CIDRERIE DE LORIENT
Plant: Lorient, France.
Product: Pectin.
WALTER BAKER & COMPANY, OF CANADA, LIMITED
Plant: Montreal, Quebec.
Products: Baker's Cocoa and Chocolate.
FRANKLIN BAKER COMPANY, OF THE PHILIPPINES
Plants: Manila, P. I.; San Pablo, P. I.; Banahaw, P. I.
Product: Baker's Coconut.
FRANKLIN BAKER, LIMITED
Plant: Montreal, Quebec.
Product: Baker's Coconut.
RICHARD HELLMANN, LIMITED
Plant: Toronto, Ontario.
Products: Hellmann's Mayonnaise and Mayonnaise Products.
MITCHELL AND McNEIL, LIMITED
Plant: Halifax, N. S.
Products: Sea Foods.
GENERAL FOODS SALES COMPANY, INC.
Office: 250 Park Avenue, New York, N. Y.
Divisional Sales Headquarters: Chicago, Ill.; New York, N. Y.; San Francisco, Cal.
GENERAL FOODS, LIMITED
Office: Sterling Tower, Toronto, Ontario.
GRAPE-NUTS COMPANY LIMITED
Office: London, England.
LEGEND
Ownership
Control
Contract
GENERAL OFFICES
POSTUM BUILDING
250 PARK AVENUE
NEW YORK, N. Y
DISTRICT SALES OFFICES:
Dorchester, Mass. New York, N. Y. LeRoy, N. Y. Pittsburgh, Pa. Philadelphia, Pa. Atlanta, Ga. Memphis, Tenn. Richmond, Va. Detroit, Mich. Cleveland, Ohio Cincinnati, Ohio Chicago, Ill. St. Louis, Mo. Minneapolis, Minn. Omaha, Neb
Kansas City, Mo. Oklahoma City, Okla. Dallas, Tex. Butte, Mont. Denver, Colo. El Paso, Tex. Seattle, Wash. San Francisco, Cal. Los Angeles, Cal. Salt Lake City, Utah Portland, Ore. Toronto, Can. Montreal, Can.

## Acknowledgement

**THIS statement of the position of the General Foods Corporation is reprinted from the Financial World with permission of that publication. The article was written by A. Weston Smith, Jr., associate editor. It is reprinted here because the General Foods Corporation has been a leader in the promotion of quick-frozen products, and this review with its accompanying charts will give the readers of the Refrigerated Food section a picture of the magnitude and strength of the organization which is back of Frosted Foods, and the Springfield experimental sales campaign.**

Aside from the importance of this new development in the practical application of the quick-freezing process, General Foods represents one of the strongest factors in a leading basic industry. In bridging the valley of the current year's depression by reporting increased earnings in the first six months of 1930, despite a slight decline in sales, it has proven its ability to maintain earning power while commodity prices were falling in "land-slide" fashion. With further increases in earnings in prospect as a result of the economies which have more recently been introduced, there appears to be little doubt as to the continuance of the current annual dividend, which affords an attractive yield at present market prices for the stock. The shares appear worthy of consideration at this time, not only for the possibilities in "Frozen Foods," but because of the company's unusual stability in a period of uncertainty.

### STATUS OF GENERAL FOODS

| Capitalization: | Author. | Outst. |
|---|---|---|
| Funded Debt | None | None |
| Preferred Stock | None | None |
| Common (no par) | 6,000,000 shs. | 5,274,527 shs. |

| Financial Position: | Dec. 31, 1929 | Dec. 31, 1928 |
|---|---|---|
| Current Assets | $37,008,826 | $34,545,110 |
| Current Liabilities | 10,296,575 | 8,177,429 |
| Net Working Capital | $26,712,251 | $26,367,681 |
| Ratio | 4.2:1 | 4.2:1 |

| Yrs. to Dec. 31: | Sales Growth (000 omitted) | Net | Per Share Earned | Com. Div. |
|---|---|---|---|---|
| 1923 | $22,205 | $2,881 | $6.31 | *$4.00 |
| 1924 | 24,247 | 4,105 | 9.45 | 4.00 |
| 1925 | 27,387 | 4,684 | 3.35 | †4.00 |
| 1926 | 46,896 | 11,317 | 7.71 | 4.70 |
| 1927 | 57,288 | 11,368 | 6.63 | 5.00 |
| 1928 | 101,037 | 14,556 | 3.11 | ‡4.00 |
| 1929 | 128,037 | 19,422 | 3.68 | 3.00 |
| 6 Mos. to June 30: | | | | |
| 1929 | 74,064 | 9,848 | 1.89 | |
| 1930 | 62,836 | 10,630 | 2.01 | |

*100 per cent stock dividend, June 19, 1923. †Stock split-up 2-for-1, Nov. 6, 1925. ‡100 per cent stock dividend, July 13, 1929.

Current market price on New York Stock Exchange 55.

Sells for 14 times 1929 earnings of $3.68 per share.

Yields 5.4 per cent on present annual dividend of $3 a share.


frozen foods
are here to stay
*and the*
CAMPBELL-HILL
FREEZER
WILL KEEP THEM FROZEN

No Defrosting — Perfect Vision
0° to Plus 10° — Quick Service

*Write for Descriptive Folder*
THE CAMPBELL-HILL CORPORATION
Factory and Offices—3200 Auer Ave., Milwaukee



No open joints or seams in
Celotex Refrigerator Insulation

**ROOM heat cannot leak through open joints and seams into cabinets insulated with Celotex.**

**For Celotex Refrigerator Insulation comes cut to fit exact specifications. Each insulated area is entirely covered with a single board of just the right length, width and thickness.**

**The insulation is rigid. It cannot sag or settle with time and thus lose its efficiency.**

*A special kind of Celotex.* The Celotex specified by leading refrigerator manufacturers is fabricated by special processes that increase the efficiency of cane fibre insulation to the highest possible point. It fully meets the strict requirements of refrigeration engineers.

*Adds structural strength to cabinets.* Refrigerators insulated with Celotex have stronger, more substantial cabinets. For the great tensile strength and rigidity of Celotex reinforce and brace walls and framework . . . add to the life of the cabinets.

*Clean, odorless, sanitary.* The cane fibres in Celotex Refrigerator Insulation are cooked and washed, removing all impurities, and are carefully sterilized at 420° F. They are waterproofed so as to resist moisture absorption. They possess no odor. Celotex Refrigerator Insulation is sanitary in every way.

***Tell Your Customers These Facts***

Use all these selling points in every sales talk to convince prospects of the superiority of Celotex-insulated cabinets.

Home owners already know the name *Celotex* . . . understand how cane fibre insulation resists the passage of heat. And Celotex Refrigerator Insulation has even greater resistance to heat.

Talk *Celotex Insulation* and cash in on the nation-wide acceptance of this remarkable material.

THE CELOTEX COMPANY
919 North Michigan Avenue
CHICAGO, ILLINOIS
*In Canada:* Alexander Murray & Co., Ltd., Montreal
***Sales distributors throughout the World***

The word
CELOTEX
(Reg. U. S. Pat. Off.)
the trademark of and indicates manufacture by
The Celotex Company, Chicago, Ill.

CELOTEX
BRAND
INSULATING CANE BOARD
REFRIGERATOR INSULATION

REFRIGERATED FOOD SECTION

# ELECTRIC REFRIGERATION NEWS

*The Business Newspaper of the Refrigeration Industry*

Published by

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## Perambulators

LEST anyone should forget that refrigeration is necessary if foods are to be kept safely, some of the more ambitious gentry in the refrigeration business are beginning to take their wares to the customer instead of waiting for that day when the customer happens to drop in. Two examples of this method of making the community refrigeration conscious are illustrated on this page.

The first example is furnished by the El Paso Electric Company, which, as told on the front page of this section, has equipped a shining white car with an electric stove and an electric refrigerator, and sent it forth to ramble around the city bearing bevies of interested housewives free of charge. It probably is necessary to tie the conductor's hands behind his back to keep him from reaching for fares.

The second exhibit comes from Missouri, where, according to the legend, people like to be shown. The Missouri Power & Light Company covers 154 cities, towns and villages with its big truck, in which is a demonstration kitchen. The electric refrigerator is one of the most important pieces of equipment on the truck, for a demonstration with spoiled food would be rather distressing to all concerned.

Both of these perambulating refrigerators are owned by public utilities. Perhaps the man who deals exclusively in refrigeration can profit by their example.

## Misconceptions

ON the first page of this issue of the Refrigerated Food section appear some brief interviews with some purveyors of meat in Springfield, Massachusetts. They do not happen to like quick-frozen meats for reasons which are fairly obvious, but the reasons they give for their opinions are anything but obvious. They have all the earmarks of carefully thought out, defensive reasoning without any great store of knowledge behind it.

If they prove anything, it is that education and plenty of it is needed to assure the steady progress of quick-frozen foods. Many of the objections made by these men can be explained away with little difficulty, but unless someone takes the trouble to explain them away, they will be repeated time and again, and passed along from one man to another until they gain the appearance of established facts.

Probably the merchants of Springfield have had a better opportunity to learn about the merits of quick-frozen products than men in their business in any other section of the country. The fact that, in spite of their opportunities, they are still laboring under glaring misconceptions, would seem to indicate that educative processes should be set in motion at once.

With an entire nation to educate, the sooner the job begins in earnest the better it will be for the great organizations which have invested large sums in the production of quick-frozen foods.

## Bakeries

FOR so many years the bakeshop has been cherished in the minds of men because of the tantalizing odors of its hot breads and other fresh baked products, that it is a little difficult to picture the baker as a user of refrigeration. He deals in warmth, not in cold.

Nevertheless he does use refrigeration in preparing his bread and buns, and some of his more delicate confections, especially certain pastries, require a measure of refrigeration after they have been cooked and are awaiting sale.

In this issue of the Refrigerated Food section, there is—on Page 6—an article describing the refrigerating needs of the retail baker. A similar article regarding the requirements of the wholesale baker will appear in the next issue.

Refrigeration is reaching out into so many branches of food production that it is hard to keep track of all of its uses. New ones turn up nearly every day. In future issues the Refrigerated Food Section will trace refrigeration into some of the unexpected places into which it has been called in the ceaseless battle to make foodstuffs more palatable and safe.

## *A Traveling Advertisement*

**In this attractively planned car El Paso housewives have an opportunity to learn about the merits of electric refrigeration and electric cookery.**

### GEORGIA POWER SPREADS THE MESSAGE

**Atlanta, Ga.**—Under the auspices of the Atlanta Constitution, Vera Howard Hall, noted domestic science authority, conducted a free electric cooking school during the last week in August at Keith's Georgia theatre.

The crowds which thronged the theatre during the cooking school witnessed demonstrations of General Electric refrigerators and vacuum cleaners, Hotpoint electric ranges, and Thor washers and ironers.

### FRIGIDAIRE FOR KANSAS CITY ACADEMY

**Kansas City, Mo.**—St. Agnes Academy, located at Hardesty and Scarrett Avenues, here, had made it safe for the inmates to be hungry by equipping the kitchen with Frigidaire.

No. 18 TF coil was used with a McCray cabinet model 132. It will be safe to be thirsty, too, with a Frigidaire water cooler and compressor.

The St. Agnes School occupies a pleasant location on the crest of a sloping hill and has about 200 students and teachers to provide with food and drink.

The R. E. Parsons Company made the sale and installation.

### COPELAND-NEW HAVEN EQUIPS MARKET

**New Haven, Conn.**—A walk-in cooler with ¾ h.p. Copeland unit and three 7Z coils has been installed in the meat market of Donovan & Keeley, 1308 East Main street, Waterbury, by the New Haven Electric Company, 131 St. John street, Copeland distributor for most of the Connecticut territory.

### TO DEMONSTRATE MODERN MILK COOLING

**Springfield, Mass.**—Electric Device Co. will co-operate with the Hampden County Improvement League in a demonstration of the most modern methods of milk production at the Eastern States Exposition September 14 to 20. A General Electric milk cooler having a capacity of four to six cans will be used. A model barn is being erected in the Hampden County Improvement League's building, and four pure-bred dairy cows will be quartered therein. The manufacture of milk, butter and cheese will be carried on in view of the crowds, and the points related to advanced dairy practice will be explained by a lecturer. Temperature readings, bacterial counts and tests of butterfat values will be included in the demonstration. A model diet kitchen will be conducted as part of the exhibit.

## *They Have To Be Shown*

**Kansas City, Mo.**—The Missouri Power & Light Company, covering 154 cities and towns in the state of Missouri, is using a unique idea to further the sale of electric appliances in the smaller communities served by them where they do not maintain a retail store. They have built upon the chassis of a five-ton Mack truck a demonstration kitchen, having dimensions of six by twelve feet.

This kitchen is equipped with an electric refrigerator, range, automatic water pump, radio, vacuum cleaner, and all small appliances. Miss Ester Lee Bride, head of the Home Economics Department of the Mexico, Mo., High School, is in charge and has arranged many interesting demonstrations.

The truck is moved to the new community the night before the demonstrations are to take place and turned over to the Distribution Department so that it will be properly connected and grounded. All appliances are then ready to be put into operation. Miss Bride usually prepares one or two ices or mousses and places them in the electric refrigerator, so that in the morning everything will be in readiness for the demonstration.

The truck has been in operation now for about four weeks and the electric refrigerator seems to be the one appliance that everyone is interested in. The first two towns in which demonstrations were made the General Electric refrigerator was sold and installed after the completio nof each demonstration. Of course, some of these towns find it nearly impossible to get ice at all times and the price is rather high. During the demonstration Miss Bride calls attention to the temperature in the refrigerator, a thermometer always being in view when the door is opened.

The Missouri Power & Light Company find they are getting in contact with a great many people that have never visited their offices in the larger towns and do not realize the conveniences they could have with electricity. They feel it will be well worth the effort and money spent in teaching the consumers the things that can be accomplished by using electricity.

Each evening a moving picture screen is placed on the side of the truck and the people are given educational moving pictures, showing the progress that has been made in every line of business by the use of electrical energy—and the people seem interested. They prove it by staying until the show is over.

## Copeland-Percival

Swift's identifiable cuts are finding a ready market in Williamsport.

**Williamsport, Pa.**—The L. L. Stern & Son's department store recently installed Copeland refrigerating equipment for handling Swift's quick-chilled meats. Sales of the identifiable cuts are increasing here.

The two-compartment display case is a No. 14 Percival duo-tempt type, equipped with a Copeland condensing unit and Copeland-Larkin cooling coils. The combination provides for a maximum temperature of 10° in one compartment and 40° in the other. The actual operating temperature ranges from 5° to 8° in one section, and 35° to 37° in the other. Available for cabinets with multiple compartments, the Copeland temperature controls permit of the adjustments necessary to preserve various food products from the time they are delivered by the packers until they are in the consumer's kitchen.

This installation was made by Neyhart Hardware Company, of Williamsport, Copeland and Percival distributors for the central part of Pennsylvania.

## SCHAEFER APARTMENT BUSINESS GOOD

**Milwaukee, Wis.**—The E. H. Schaefer Corporation, Mi waukee distributor for the G. E. line, has recently made several large installations in apartment houses, among them being one at 530 Cass St., owned by the Randco Corporation, where 25 units were placed, and another in the Tullgren apartments, lower Prospect Ave., where 19 were installed.


# AN AID TO ALL REFRIGERATION

ZERITE
U.S. FORMULA

***The Little Cake that Actually Absorbs All Food Odors in Refrigerators***

NO SMELLS — NO CONTAMINATION OF FOODS REGARDLESS OF THE VARIETY. MIX ANY FOODS YOU CARE TO. THEY STAY SWEET.

ZERITE HAS MADE A HIT WHEREVER INTRODUCED AND REPEAT ORDERS POUR IN FROM ALL SECTIONS.

THERE ARE A FEW TERRITORIES STILL AVAILABLE FOR DISTRIBUTION

FOR FULL DETAILS WRITE NOW TO

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## CONVINCED

### By Test of Zerite Merits

WHEN William Seroy was called into consultation by U. S. Johnson, the inventor of Zerite, the product that is endowed with air purifying qualities, he took a sample to his home and decided to give it a test that would immediately determine how far the inventor's claims could be relied upon. Seroy found a small box into which he packed every foodstuff that was noted for its penetrating odor. These included canteloupe, cheese—the good old smelly kind—garlic, a fish, and a few other articles. With these he placed some butter, a bottle of cream and a steak.

Then he inserted the cake of Zerite, and sealed them all up for twelve hours. At the end of that period he was agreeably surprised to find that the butter, cream, meat and all other items were pure and uncontaminated by the odors.

That was enough for Seroy. He visited Johnson the next day and closed all arrangements for the handling of the sales of the product.

## REFRIGERATOR

### Travels With the Ransiers

**Syracuse, N. Y.**—Widespread interest was aroused in 1927 when the B. I. Cooper Sales Company, Copeland distributors, announced the satisfactory operation of a Copeland refrigerator they had installed on a camp trailer.

H. E. Ransier, pharmacist, of Manlius, N. Y., together with his wife, had long been an advocate of "See America First." To travel leisurely and comfortably, an auto trailer was equipped for use as a portable residence. As permanent equipment they selected a Copeland refrigerator and the local distributor developed an axle-driven attachment to operate it.

After intensive travel in every section of the country, Mr. Ransier says: "In the nearly two years we have been on the road, most of our nights have been spent in tourist camps, and always our Copeland-equipped trailer has been a source of unfailing interest to our fellow tourists. Throughout our tour the Copeland has given satisfactory service, proving that such an installation is practical. Those who have done summer driving for any distance, especially in the desert areas of the United States, can appreciate the satisfaction we derived from being able to have an iced drink when we wished it, or to make a chilled salad for dinner after a hot, dusty drive. I am often asked if the trailer and the added braking effect of the belt drive to the trailer wheel does not slow up the car and make our load unwieldy. I can say that it does not. In the 34,000 miles we have driven, a good percentage of which has been through broken country and over mountains, we have averaged slightly more than 15 miles to the gallon, and we often passed other cars laboring on steep grades.

"The Copeland is still in good running order, though it has traveled more than the distance around the world. The only time it was out of service was when the copper pipe connecting the compressor with the inside unit was worn in two by rubbing against the sides of the hole bored for it through the front of the trailer—and this, of course, is no reflection on the Copeland unit.

## WELL CHOSEN

### Recipes Reduce Food Budget

**Detroit, Mich.**—Summer is not yet over, but September brings to us cooler days and a resumption of a more normal round of activities. Entertaining takes on a slightly more formal cast than it had during the extremely hot weather of mid-summer, the gay formality of beach and garden parties has vanished until another year rolls around, and the housewife begins to put her house and her affairs in order for the long winter months to come. The easy going, careless, carefree summer time is almost over. With the children starting back to school, the housewife's responsibilities become more pronounced. Lunches and noon-day meals must be prepared to satisfy their young, craving appetites. The electric refrigerator comes in handy in caring for their needs.

The wise housewife may effect many economies in the fall months through the use of well-chosen recipes which will materially reduce her food budget. Here are a few recipes which have been tested in the experimental kitchen located in the Kelvinator factory at Detroit:

FROZEN APPLE SNOW: 1 large tart apple, juice of ½ lemon, ¾ cup powdered sugar, whites of two eggs. Peel the apple and grate into a bowl. Sprinkle over it the sugar and lemon juice to keep it from turning dark. Beat the whites of two eggs until stiff and add to the apple sugar mixture. Beat all together well. Pile lightly in Kelvinator tray and freeze for 2½ to 3 hours. Serves six.

FROZEN COTTAGE CHEESE SALAD: 1½ cups cottage cheese, ½ cup shredded pineapple. Drain pineapple and mix thoroughly with the cheese. Pile in Kelvinator freezing tray and freeze for 1½ to 2½ hours. Slice and serve on lettuce with mayonnaise.

FROZEN TUNA FISH: 1 can tuna fish (No. 2 flat), ¾ cup cooked rice, 1 hard-cooked egg, 4 tablespoons mayonnaise, salt. Cut hard-cooked egg in small pieces. Combine all ingredients and pile in freezing tray of Kelvinator. Freezes in two to three hours.


# PIONEERS

Yes,—pioneers in the manufacture of a case with coils overhead that will work correctly—also a complete line in porcelain. Cases built especially for electric refrigeration have smaller chamber, saving more room for display. Overhead coils are far superior, letting the cold air fall down by gravity keeping an even temperature throughout the display. HILL is also the pioneer in planning a case with storage facilities at the base where merchants can keep their "best sellers" right at their feet. This case has no wasted space like other cases; there are no chambers taking up the valuable display section. Perishables can be kept in this case for days—until sold. Years ago, the Hill Dry-Cold established a new, high standard in case efficiency, the result of good equipment. Today, hundreds know that Hill can be relied upon absolutely to give them what they expect.

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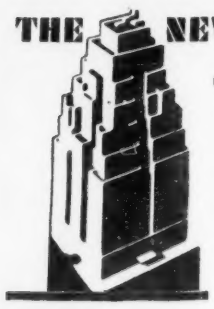

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# Refrigeration Requirements of the Retail Baker

By Peter G. Pirrie
(Engineering Editor of Bakers Weekly)

MECHANICAL refrigeration in the retail bakery has as yet not been applied to any appreciable extent. This is in spite of the fact that the very nature of the processes of the manufacture of bread, cake, sweet goods and pastries, require a close control over at least the temperature factor and in addition, the very nature of the finished products in many cases require storage and even display in a refrigerated atmosphere, at least during the warmer months of the year.

While no accurate survey has been made, the consensus of opinion among those men in the baking industry who travel much and thus come into contact with large numbers of retail bakers, is that about 95 per cent of such establishments are either under-refrigerated or without any refrigeration other than an ice storage box.

The process of making bread requires an accurate control over the temperature of the dough, not only at the time that it leaves the mixing machine, but also during the entire fermentation period. If the dough temperature varies even a few degrees from normal levels, irregularities are introduced into the character of the finished products. This is true to the extent that if the dough temperature is but a few degrees too low on Monday, normal on Tuesday, and a few degrees too high on Wednesday, the three loaves of bread produced will have very different characteristics.

Again it is the consensus of opinion that this variation in the qualities of retail baker's bread from day to day, instead of sending a variety appeal, actually decreases the sale of such bread. The American housewife apparently demands uniformity in the nature of her loaf. If she does not find this uniformity in the output of one particular baker, she ceases to purchase his bread and obtains it elsewhere.

The control of dough temperature is intimately tied into the nature of the mixing equipment used. Many retail bakers do not have a bread dough mixer designed for that purpose only. They mix these bread doughs in a vertical type cake mixing machine. These machines are seldom jacketed as found in the retail bakery. Fortunately the amount of power which is transmitted to the dough through the agitator of a vertical type cake mixer is comparatively small. Hence the output of B. T. U.'s from this source is low. Due, however, to the fact that flour is usually stored under uncontrolled conditions in the retail bakery, this temperature is usually high. By this we mean that at least during the summer months such flour is consequently at 90° F. or more.

Due also to the fact that the retail baker practically never has any ingredient water available at a temperature less than that of the tap water supply, he faces the necessity of combining flour at 90 degrees plus, with water which may be around 65 degrees, in order to produce a mechanically mixed dough with a temperature not to exceed 80 degrees. When no artificial refrigeration is available in order to compensate for the excess heat developed in this mix, the retail baker's bread dough comes out at temperatures higher than desirable and he has no means of preventing this. It has become customary in most shops either to shorten the mixture time, to overlook high dough temperatures which would not be tolerated otherwise, or to add a certain quantity of crushed ice to the mix. In the first case, as well as in the second, the quality of the finished product obviously suffers. In the last case a measure of control is effected, but in a somewhat costly and inconvenient manner.

The fermentation of bread doughs in the retail bakery ordinarily takes place in wooden troughs which form the lower part of a centrally located work bench. The quite common deficiency in available floor space in a retail bake shop makes such an arrangement a practical suggestion. The wooden trough does not permit an influx of heat to any appreciable extent. The dough itself, if at correct temperature in the beginning, will not rise excessively in temperature under average conditions. During such a hot spell as the United States experienced this summer, however, all control over dough temperatures is lost, but the solution does not readily suggest itself. In *Bakers Weekly* for November 20, 1926, the writer suggested a two-trough dough room which occupied a floor space of approximately 50 square feet, with an over-all height of only 4 feet, thus permitting a cabinet to be built above it. This dough room was designed for very small bakeries, controlled humidity by the induced evaporation of water, and controlled temperature by direct steam radiation in the winter time and the circulation of cold water through pipes in the summer time. As far as is known, only one such installation was ever made, mainly because of the lack of space in retail bakeries.

More recently at least one group of retail bakeries has advanced the idea of a work room with the temperature under definite control throughout the year. This thought is very new and the exact practical solution has not yet been worked out. It involves, however, either the use of mechanical refrigeration in connection with either direct expansion or brine coils hung from the ceiling of the room, or some form of air conditioning which later may or may not require mechanical refrigeration.

At the present moment the thought is that such a room be maintained at 65° F. throughout the year, that its size would be about 10 feet by 10 feet, with an 8-foot ceiling, and that it should have facilities for bench work and for the mixing of doughs, both bread, cake and pastry. Providing that the walls and other surfaces of such rooms are well insulated, its refrigeration requirements should be small and might easily fall within the range of units of less than one-ton capacity. This thought, coming direct from a retail baker's trade organization, indicates the growing acceptance of the value of process control, even in the smallest shop.

In addition to his bread dough, the retail baker turns out a full line of cakes, pastries, pies, cookies and sweet doughs. Many of these products contain fillings and are either iced or otherwise decorated. It is in the production of this portion of his output that the skill of the craftsman is applied. In fact, bread is usually made by the retail baker because his customers demand it, but it is in the sweeter cakes and pastries that the real profit lies.

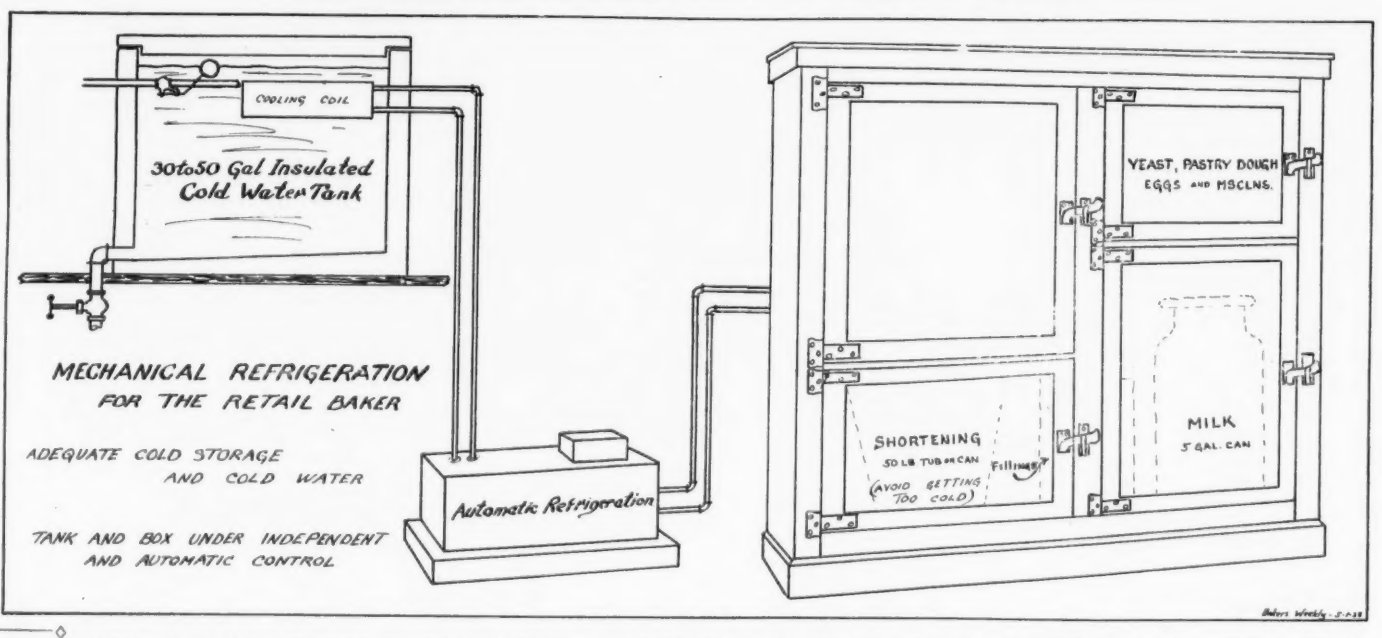
Many of the fillings are highly sensitive to abnormal temperature. Creamy fillings in particular must be protected against excessive temperature, otherwise there is a danger of food poisoning. Icings are also very sensitive to high temperatures, a fact which is responsible for the inclusion of high melting point fats in the summer time which are not used in the winter. There is an advantage in the storage of pie crust and French and Danish pastry dough at low temperatures for a considerable number of hours previous to use. All of these problems of the retail baker require artificial refrigeration for their solution. Again it is the consensus of opinion that an exceedingly small percentage of such bakeries are properly equipped. The average bakery of this type has a large ice box and that is all.

The immediate needs of this branch of the baking industry may be cited as being threefold: First, there must be suitable storage facilities. Secondly, the desirability of refrigerated display cases is evident and is rapidly gaining a foothold. Lastly, a desire for process control is making itself felt, with the result that there are many retailers who would welcome an adequate supply of cold water at a controllable temperature, and others who are already asking for a practical solution for a refrigerated workroom at reasonable cost.

In all three of these cases a central compressor of comparatively large size is not necessarily the ideal solution. Individual compressors of very moderate rating can be applied to the individual problem and, in fact, simplify the application of refrigeration to the retail bakery because the compressor can be sold in conjunction with a display case or in conjunction with a storage box, or in conjunction with the installation of a workroom.

This thought is particularly important because in the past, at least, mechanical refrigeration has not been applied in many cases which would have otherwise welcomed it, because it was difficult for the baker to attach it to the point of application. The advent of the refrigerated showcase, and the advent of the complete refrigerated storage box, have already started to break down this resistance on the part of the baker to the extent that the value of mechanical refrigeration has been demonstrated in a sufficient number of retail bakeries so that this field offers itself as substantially virgin ground for thousands of additional installations.

## REFRIGERATION SETUP IN SMALL SHOP




## More to Come

**IN his work as engineering editor of the Bakers Weekly, Mr. Pirrie has had an unusually good opportunity to observe and study the refrigeration requirements of the modern baker. The article on this page is the first of two. It deals with the retail baker's problems. The second article, which will appear in the September 24th Refrigerated Food section, will tell of the needs of the wholesale baker.**

**Both articles indicate that the baker, whether large or small, is an excellent refrigeration prospect. There are shops and plants in every city which need better refrigeration than they now possess. There are many that have none at all. The door is open.**

## ANOTHER BAKER ADOPTS REFRIGERATION

**San Francisco, Calif.**—Harry Lundberg, who operates his own bakery at 900 Irving Street, San Francisco, has installed a large General Electric refrigerator to take care of his growing business. Lundberg says he cannot see how a modern baker can get along without an electric refrigerator.

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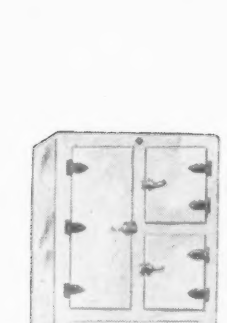


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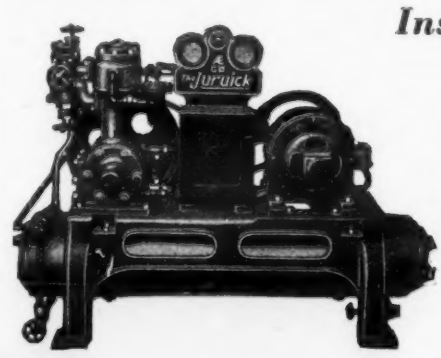


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# MILWAUKEE

## Grocers and Butchers Show Interest in Frozen Foods

**Milwaukee, Wis.**—The E. H. Schaefer Corporation, distributors of the GE line in Milwaukee, recently held the first Milwaukee exhibit of frozen meats and food products in its salesrooms on Second Street. This demonstration was held for the Milwaukee Retail Grocers' Association and was attended by over 100 guests. Special invitations were sent out to the local association members. The exhibit ran for one week, during which time the Milwaukee Hotel Men's Association, as well as the Independent Alliance Grocers had special meetings set aside for their groups.

The purpose of the exhibit was to acquaint the local food stores (meat markets, groceries, delicatessens, etc.), and the local food service establishments (hotels, restaurants, clubs, institutions, etc.), of this new and revolutionary method of handling and distributing foodstuffs.

Nine units, representing the commercial equipment of the GE line, were used in the display, namely, C-600, C-450, PS 4-17, Ice Cream Cabinet, C-270 with glass doors and a DR-5 unit, C-270 standard, PS-7 with DR-A4 unit, G-55 with DR-3 unit, and an ice cube freezer.

The C-600, PS 4-17, and C-70 standard were kept at a temperature from 38 to 40 degrees for the exhibit of the regular ine of package foods, and the C-270 PS-7, G-55 and ice cube freezer for the storing of frozen-food products.

Both showrooms of the Schaefer Co. were attractively decorated with the multi-colored attractive advertising of the packing companies, and three large show windows were used to call attention to the exhibit.

At the grocers' meeting, where the special GE motion picture of the test a GE unit undergoes was shown, O. Wolfe, sales manager, gave the welcoming address, followed by a talk about frozen and packaged meats by Wm. H. Schladitz, commercial manager of the Schaefer Corporation; a talk about GE commercial refrigerators by W. G. Steufer, wholesale manager; the explanatory talk in connection with the film, "Sealed in Steel," by Howard Droekamp, sales promotion manager, and an address by E. H. Schaefer.

The meats which were displayed were pork chops, pork tenderloins, steaks, lamb chops, and many others, as well as sausages, butter, and other foods.

The members of the Retail Grocers' Association were greatly interested in the demonstration, asking hundreds of questions of the Schaefer personnel. The display undoubtedly will be the means of stimulating the sales of frozen foods tremendously. There are at the present time several stores in Milwaukee which sell frozen meats, and it will not be long before many others will follow suit.

## TEMPRITE INSTALLED IN BUFFALO PLANT

**Buffalo, N. Y.**—The Kelvinator Buffalo Corp., Temprite distributor, is finding business in water and beverage cooling good.

A recent order was for Model 35-W to be installed in a plant of the Union Carbide Company. This week another order was received for the same kind of unit to be installed in the Buffalo Doughnut Shop.

Up to this time this Buffalo distributor has made installations of practically every unit in the Temprite line. It has installed numerous individual remote and self-contained jobs in restaurants and shops, circulating systems in large buildings, and multiple installations in plants and factories.

## CABLE SHIP USES G. E. REFRIGERATION

**Seattle, Wash.**—Cruising around the South Sea Isles is rendered delightful for the crew and officers of the USAT cableship Delwood, by the General Electric refrigerator equipment which was installed by the organization of Gordon Prentice, Inc., of Fifth Avenue, Seattle.

In a recent letter from W. J. Davies, steward of this government vessel, to Mr. Prentice, it is stated that in the 24,319 miles cruised by the vessel the performance of the electric refrigerator in keeping food and water fresh was entirely satisfactory.

## GROCERS DISCUSS FROZEN FOODS

**Seattle, Wash.**—Frozen meats and modern refrigeration came in for considerable discussion on the second day of the recent convention of the Washington Retail Grocers' Association. About 300 grocers from all parts of the state gathered at the Hotel Olympic and listened to many addresses for bettering the condition of the independent merchants. A speech, "Icy Cold," by J. D. Cameron, of Seattle, dealt with frozen viands.

## *Progressive Merchants*

In the abode of big G. E. commercial refrigerators, Milwaukee grocers gathered to hear about frozen foods, which are fast gaining popularity in many parts of the country. Judging by the photo above the lectures were well attended and the Schaefer Corp. made a success of the exhibit. The Schaefer men report that the merchants showed unusual interest in the commercial equipment.

# CUSTARDS

## Win Favor on Homemakers' Appetizing Menus

The problem of how to include in the diet the daily egg which nutritionists advise for children is occasionally most happily solved by means of a dessert. Preparing special dishes for the children is a nuisance, especially when the weather is warm. So the homemaker welcomes simple, nutritious desserts which the whole family will like, and which are as wholesome for the tiny tots as for their elders. The problem of preparing desserts is greatly simplified when the many conveniences of an electric refrigerator are available. Fast freezing of desserts is made possible.

Custards are always delightful, for they are easy to prepare and lend themselves to many interesting variations. A good foundation recipe which will make enough custard for six people consists of:

4 cups scalded milk
½ cup sugar
½ teaspoon salt
4 eggs
1 teaspoon vanilla

Beat the eggs slightly, add them to the milk, then add the other ingredients. Cook in a double boiler until the mixture coats the spoon. Or the mixture may be put into buttered molds, which are then set into a pan of hot water and put into a moderate oven to bake until the mixture is set.

Variations are many. At this season, sliced sweetened peaches are good, served with the finished custard.

Banana puree, made by forcing a ripe banana through a sieve, added to the custard before freezing or cooking, makes a dessert that is always well received. One mother whose small son dislikes prunes, eats them with relish if they are pureed and added to his custard. Maple syrup may be substituted for part of the sugar. Caramel sugar gives a pleasing flavor, as does also some melted chocolate. For those who are fond of malted milk, two tablespoons of malted milk powder added to the sugar makes a good dessert. A half cup chopped dates or figs, or both, to which nuts may be added, are happy additions. Those who like grapenuts will like the results obtained by adding a half-cup of this cereal to the custard. Shredded cocoanut gives a "fancy" dessert, especially when garnished with bits of the cocoanut which has been toasted. Marshmallows, cut up, may be added, and toasted ones used as a garnish.

Freezing the custard after cooking makes a delicious ice cream, especially if a little whipped cream is folded into it before putting it into the freezing pan. Crushed fruit or flavored syrup may be used as a garnish. An unusual custard may be made by omitting the sugar and bringing it to a boil with a little water. This thin syrup is poured over the beaten egg whites as in the making of cake frosting. The hot syrup takes away the raw taste of the egg white. Then this mixture is folded into the cooked egg yolk and milk mixture and the custard is frozen. Folding in cream or whipped egg white results in finer crystals and consequently in a smoother product. The greatest joy of these custards is that they may be made a little less hurried and therefore more enjoyable.

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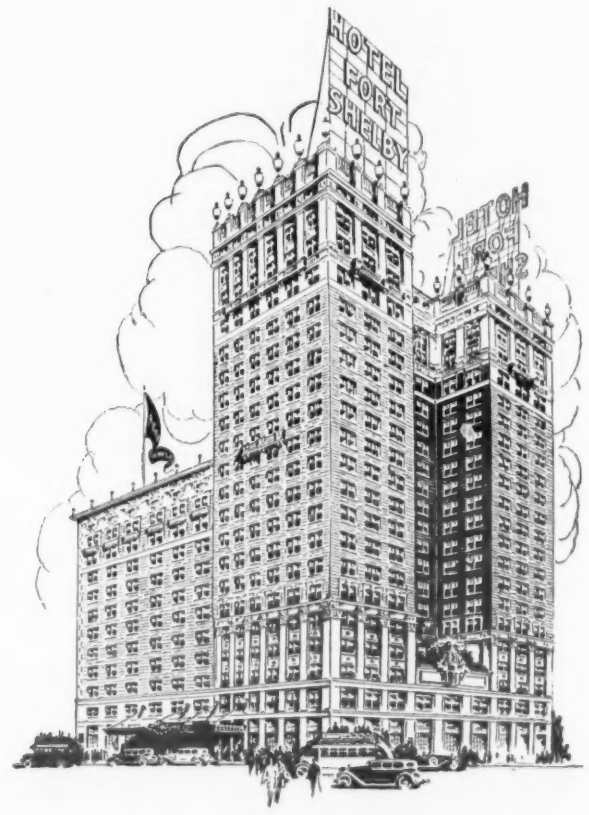


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